Begins on Page 49 → Billboard M.O.A. Convention Special

The Billboard

MARCH 26, 1955 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

Outdoor Eats Gettin' To Be Real Cuisine

Fuller Menu Obsoletes Ma's Picnic Box; Concessionaires Stuff Pockets, Faces

By CHARLIE BYRNES

CHICAGO, March 19.—Patrons at amusement events will eat and drink mnre — and better — in the yenr ahead than ever before.

A half billiun of them, it's estimated, will spend more than $200 million to slake their thirsts and satisfy their appetities.

Consumption of soft drinks, beer, ice cream, hot dngs, or what'll it be?" always has bulked large in the outdoor field, hut not nearly as big, nor anywhere nearly as big as it will in the season ahead.

The momting consumption of eats and drinks" at outdoor events stems from two reasons: (1) People have grown increasingly accustomed to "eating out" and thus giving the little woman" a break, and (2) they've had money to do that.

Eating Habits Change

There was a time when the eating-drink par for outdoor events consisted of a soft drink, hot dog, a bag of popcorn and a specialty item, such as candy floss of a snow cone. But people now are not content with only such things and they're willing to experiment. Hence, there's been a brisk sale at some events for chile con carne, served in cracker cups, and for pizza pies, baked on the spot at amusement parks or similar installatiuns.

There was a time when great distances limited attendance at outdoor events. But that time, too, has passed—and with it there has been a sharp reduction in picnic lunch baskets, box lunches, etc. Today's fun seekers generally want no part of such.

Instead, they want to eat and drink, as well as live it up at outdoor amusement events.

Forceful demonstration of this was given at the '54 State Fair of Texas in Dallas, where again, as for many previous years, eat and drink sales hit new highs.

It took 900,000 bot dogs and bamburgers and 3,250,000 suft drinks to satisfy the 2,506,463 patrons, many of whom traveled great distances to attend the big 16-day expo.

But the hot dog, hamburger and soft drink consumption was only a part of the total. Some 325,000 corn dogs, 31,250 whole chickens, two earlnads nf potatoes for French fries, 320,000 bags of popcorn and peanuts were downed.

What's more, the Texas fair patrons ate their way thru 70,000 twists of candy floss, 22,661 boxes of salt water taffy, 75,000 candy apples, a mnuntain of 5,500 gallons of ice cream, and 375,000 pounds of ice flavored with 1,250 gallons of grape and strawberry flavoring, and molded into snow cones.

The Dallas expo, to be sure, is the nation's biggest ontdoor amusement event. But sales of eats and drinks were proportionately as good at other fairs and also at amusement parks, Kiddielands, drive-in theaters, and outdoor amusement recreation centers.

These amusement-recreation centers, steadily mounting in number, have in recent years served to swell greatly the sales of "eats and drinks." One-stnp funspots, usually situated on well trafficked highways, provide the ideal way for families to unlimber, have fun and satisfy ther fuod and drink wants.

Keener operation on the part of concession operators have accelerated the sales increase. Drive-in theater ops long have been noted for their smart concession operations, and in recent years they have

(Continued on page 29)

McGUIRE GALS WIN BILLBOARD TRIPLE CROWN

NEW YORK, March 19.—The Billboard's first "Triple Crown" award, an industry tokeo of top disk activity in the nation's retail stores, juke boxes and in disk jockey play, will be given to the McGuire Sisters next week for their Coral recording of "Sincerely." The Triple Crown will only be awarded recording artists whose disks place as Nn. 1 in all three Billboard charts—Best Selling, Most Played in Juke Boxes and Most Played by Jockeys—in any one week. The McGuire Sisters racked up this achievement during the week of February 23 (The Billboard, March 5).

The award will be presented to the warblers on the Arthur Godfrey "Friends" TV show Wednesday (23).

Can't Hardly See No End to Artists, Song Hits, Developments

Music, Juke Box Industries Rich in All Categories, Says Operator Poll

By BOB DIETMEIER

CHICAGO, March 19. — In the entertainment world, George Gobel's "you just can't hardly get them no more" has earned a very respectable niche for itself, but applied specifically to record artists, hit tunes or new develupments in the music-record and juke box industry, it just don't hardly fit no how.

Any doubt that there is a great wealth in all three categuries has been dispelled by the nation's juke box operators participating in The Billboard's Eighth Annual Juke Box Operators Poll which appears in this issue.

All Categories

Operators named five disks in each of fnur classifications—popular, country and western, rhythm and blues, and nld favorites—which were top money-makers in their juke boxes during the past six months; five favorite artists or bands on their phunographs in each classification, and five artists or hands in each categnry they felt had the best chance of success in 1955.

And operators clearly underscored the progress made in the past 12 months in the big developments curreotly underway in the music-record and juke box businesses: the move to extended play records, increased operator use of 45 r.p.m. disks, expansion into new types of business locations with different forms of background music and increased attention to record programming.

In the operator's poll, Rosemary Clooney's "This Ole House" and Eddie Fisher's "I Need You Now" took first and second-place honors respectively as top mnney-makers in the pop category during the past six mnnths.

Hank Snow's "I Don't Hurt Anymnre," and "One hy One" with Red Fnley and Kitty Wells came in first and second in the country and western classification.

"Earth Angel" with the Pengnins and "Shake, Rattle and Rull" with Joe Turner were nne and two respectively in the rhythm and blues division, nnd Glenn Miller's "In the Mood" and Tommy Dorsey's "Boogie Woogie" took similar spots in the old favorites balluting.

Eddie Fisher No. 1

Eddie Fisher wns vuted the No. 1 juke box favorite in their locations by operators, Webb Pierce in country and western, Ruth Brown in rhythm and blues, and Glenn Miller first in the "others" classification.

The operators crystal-balled that the No. 1 spot for the artist who has the best chance of success in 1955 in the pop categnry goes to Victor's J. P. Morgan; in country and western, to Capitol's Tommy Collins; in rhythm and blues, to Dootnne's Penguins', and in the "others" classification to Decca's Johnny Maddnx.

The major trends operators reported in their current operations herald broadened horizons for both the music-record and juke box industries alike: the move to ex-

(Continued on page 147)

NEWS OF THE WEEK

New Organization Formed To Aid UHF, TV Statinns . . .
A new nrganization has heen formed tn help ailing UHF and independent TV statinns with financing, programming and sales. National Affiliated Television Stations, Inc., was set up by a major equipment manufacturer, General Electric, and a TV film distributor, National Telefilm Associates, both nf which have a considerable stake in the small stations' future. .... Page 6

R & B-Type Records Dominate Biiiboard Best Seiling Lists . . .
Thirteen ont of 30 records on the national best seller chart are pop-styled rhythm and blues disks. Analysis of the chart indicates how extensively the rhythm and blues trend has taken over the pop field despite opposition on the part of some publishers and artists and repertoire executives. Labels notably successful are those which pursue the trend vigorously. .... Page 17

Broadway's "Pajama Game" Gets Lush Texas Fair Date . . .
"The Pajama Game," hit musical, will be the auditorium attraction for the '55 State Fair of Texas, Dallas. Show's national company, with Larry Duuglas, Fran Warren and Buster West, will give 24 performances. Texas fair has been a bonanza for legit shows, with "South Pacific's" $394,422 gross in '50 the record holder. .... Page 24

Mergers Next in LP Disk Field; Haydn-Urania First . . .
Independent LP manufacturers, fighting a price squeeze and heightened competition by the majors, may figure in partial mergers fnr more efficient selling. First such move will be taken next week by Haydn Society and Urania Records. .... Page 17

Ringling Advance Sale Is 50 Percent Over '54 . . .
Advance ticket sales fur Ringling-Barnum circus in New York are 50 per cent ahead of last year when total tnpped $400,000 this week. Apparent reasnn is greater use of newspaper ads. Ringling also announces new air-conditioning system for its traveling big tup. .... Page 38

DEPARTMENTS AND FEATURES

Amusement Games	154	Merchandise	41
Burlesque	23	MOA Section	49
Carnival	33	Music	17
Circus	38	Music Charts	98
Classified Ads	46	Music Machines	147
Coin Machine Market	155	Parks & Pools	31
Coming Events	45	Pipes	43
Drive-In Theaters	40	Radio	17
Fairs & Expositions	32	Review Digest	15
Final Curtain	23	Rinks	40
General Outdoor	24	Roadshow Repertoire	40
Honor Roll of Hits	98	Routes	30
Legitimate	15	Television	2
Legit Routes	15	TV-Film	4
Letter List	48	Vending Machines	149
Magic	23		

MUSIC POPULARITY CHARTS BEGIN ON PAGE 90

Venders Come To Fairs' Aid

CHICAGO, March 19.—Coin-operated vending machines have proved the answer to more than one fair manager's prayers.

Until the venders came along, fairs in dairy States were on the receiving end of complaints because they didn't push the sale of milk on their grounds.

Actually, they couldu't. The profit margin wasn't there for the concessionaire with a stand confnrming to sanitary requirements. Yet, concessionaires couldn't up the price above a dime without arousing the wrath of the dairymen.

When the venders popped up nn fairgrounds last year they delighted the dairymen, the fairs and concessionaires alike. Sales were huge, profits more than satisfactory. And patrons were pleased, for the sparkling venders gave out rich cool milk for a dime.

30,000 Kids Jam Chi Rally

CHICAGO, March 19.—Recording stars attracted more than 30,000 teen-agers to the largest gathering of its kind here—a Youth Rally. Those who couldn't squeeze into the Internatinnal Ampitheater, saw the show elsewhere in the building on closed circuit TV.

Artists included the Three Chuckles, Frankie Lester, The Fontane Sisters, Bill Hayes, Eddie Fontaine, June Valli, Julius La Rosa, Ralph Marterie, Dick Maltby, David Carroll, Buddy Morrow and Archie and Jan Bleyer.

for DOT records' big news at the MOA Convention, See Page 55

MORE CLIENTS IN PRIME HOURS

NBC to Extend Magazine Concept of Programming

NEW YORK, March 19.—NBC-TV this week further extended its magazine programming concept into two of its most important evening shows for sponsorship next season. Moreover, since one of them is a color spectacular, it will give relatively small advertisers a chance to play around in this new format.

Two weeks out of three, Tuesday, 8-9 p.m., will be made available on the same basis as "Caesar's Hour." That is, three clients will share thirds of each hour. The third week will be sold to only one sponsor.

Six participations, 90 seconds each, will be offered in each of the 13 Sunday night spectaculars next season. Each participation will cost $70,000 for time and talent. Ten of these "color spreads," as they are called, have already been sold to an unidentified client, reported to be Sunbeam, which now owns part of the current Sunday night extravaganzas.

Interestingly enough, NBC has chosen to make its Tuesday night participations available on the shows headlined by Milton Berle and Martha Raye. The third show will be variety and will feature name personalities, but it is this program that can be bought only in its entirety. General Foods is using eight hours this season in the time period, and it may renew for next year in the Tuesday hour to be entirely sponsored by one client.

New Producer

It also has been learned that Max Leibman will not produce the Sunday Spectacular next season. NBC is now negotiating with a top producer to take over the reins on the show. Speculation is that it will be Byshy Berkeley. The spectacular will be variety but will use the same featured players as "Your Show of Shows" last season.

NBC is extending its magazine concept into these shows for many reasons. Their costliness is such that it is easier to scare up a number of advertisers rather than one. The web also believes that if the magazine concept is to work, more and more shows in prime evening hours must be marketed. In addi-

(Continued on page 23)

NARTB CONFAB

B'cast, Govt. Execs to Mull Biz Problems

WASHINGTON, March 19.—A shirtsleeves confab between government and industry brass on problems of the nation's broadcasting industry will highlight the upcoming May 22-26 annual convention of the National Association of Radio and Television Broadcasters in Washington.

With the nation's capital providing the site for the convention for the first time in the Association's history, the NARTB convention committee has scheduled a Government Day program on May 24 which will feature a 90-minute panel discussion with all members of the Federal Communications Commission participating.

Key luncheon speaker that day will be FCC chairman George McConnaughey. Also lined up as speakers that day are Sen. Warren G. Magnuson (D., Wash.), chairman of the Senate Interstate and Foreign Commerce Committee, and Rep. J. Percy Priest (D., Tenn.),

(Continued on page 23)

HR Strengthens Via Contracts

HOLLYWOOD, March 19.—Hal Roach Jr. this week revealed that he is instituting a policy of contracts for studio personnel in a move intended to strengthen the organization following his purchase of the lot from his father (The Billboard, March 5).

Roach said that he believes this will be the most difficult selling year for producers in the history of television, and that multiple production companies that can offer ad agencies a background of successful programming and an organization of permanent employees will have an ever greater advantage over one-shot producers.

Pilots which Roach has shot this year or is readying for filming are "Blondie," Sonja Henie, and John ...bitt.

Everyone Confused at TV Picture, and It Ain't Static

HOT SPRINGS, Va., March 19.—There seems to be one word to describe advertiser attitude toward television these days: confusion.

Talk with some of the big network sponsors attending the 46th spring meeting of the Association of National Advertisers and you come away with a feeling that nobody knows quite what this new medium is all about. What's more, from some of the stories related, the confusion is not only confined to the sponsor side of the picture.

Technically, of course, the medium is a lot better, but it has been in such a state of flux from a business standpoint that sponsors and potential sponsors are having a hard time finding their bearings. For one thing, the magazine concept of TV, which was such an explosive issue here last year, is still not altogether accepted by the type of sponsor who got used to the radio idea of sponsor identification. One of these remarked that he still believed that there is merit in having your product identified with a show, because of the "gratitude factor" in making a sale.

Another element of change, the trend away from the half-hour weekly show to those an hour in length, also is giving sponsors something to think about, tho not necessarily unfavorably. One sponsor remarked that the trend was "perfectly logical." The half-hour weekly stint, he said, was inflexible and did not allow for seasonal sales changes.

Then there's color television. Advertisers expect a gradual growth, with nobody knowing quite what it will be doing for them, saleswise, for some time. As one of the biggest sponsors put it, "Color TV is developing the chicken and the egg concurrently." "However," he added, "it's one of the things you'll have to get into eventually, even if you're selling insurance."

Cite Cost Factor

Finally, there's the ever-present question of costs. Sponsors say simply, "It's darn expensive." And, they add, the cost-per-thousand argument isn't wholly valid. In many instances, they said, you may be paying out more to draw in a customer than he would ever spend on your product in a year.

One fellow who is putting all of his company's $3,000,000 into radio and TV spots says be spent six months looking at network television and he feels they are out of line, cost-wise. He is Leonard Colson, advertising manager of the Mennen Company. "It's a rich man's game," he said. "You pay for it and you're not supposed to

(Continued on page 23)

2 Live Shows In CBS Works

NEW YORK, March 19.—The CBS programming department this week was readying kines of two new live packages. They are "Joe and Mabel," featuring Nita Talbot, and "Music 55," an offbeat band show with Stan Kenton.

"Joe and Mabel" was a well-known radio series and was also presented once on the "Armstrong Circle Theater."

"Music 55" will use Johnny Mercer and Louis Jordan, in addition to Kenton. It will strive to present an unusual way of seeing music on TV.

Also being worked on at CBS-TV is a new daytime personality show with Jack Barry.

New Gridcast Plan Toss-Up

CHICAGO, March 19.—It will probably be nip and tuck in the sale of college football telecasts next season. The new plan outlined by the TV committee of the National Collegiate Athletic Association this week has NCAA itself peddling eight Saturday games to seek regional sponsors in NCAA's seven districts for the other five weeks.

For the national sponsor the package of eight games is priced at $2,500,000. But it is expected that colleges will hold out their best game for the regional sponsors, since on those deals the individual conferences keep the money.

CBS' HEALTH

Hiatus Sub Clients Get Just 10% Off

NEW YORK, March 19. — The present state of TV's prosperity is indicated from the fact that the CBS-TV summer plan this year allows no discount to advertisers, except the usual annual 10 per cent discount.

Three years ago CBS offered its clients a 33⅓ program contribution. Two years ago the web gave summer sponsors a 30 per cent program contribution, and last season they received 25 per cent toward the cost of their packages. The summer hiatus period will be eight weeks on CBS, the same as it is on NBC-TV.

Magnuson's Blasts Warn FCC Storm

NEW YORK, March 19.—One of the stormiest periods in the Federal Communications Commission history is immediately ahead as an aftermath of a wrathful blast from Chairman Warren G. Magnuson (D. Wash.), of the Senate Interstate and Foreign Commerce Committee. Magnuson yesterday (18) took the FCC to task for "failure" to come up with "immediate remedial action" in the agency's recently filed preliminary report to the Committee on the nation's TV broadcasting industry.

The FCC is uncomfortably on the spot. The agency not only faces a prolonged grilling at the Committee's upcoming hearing on the TV broadcasting industry, but it is literally under orders to produce "a more conclusive report" in two months than the one filed by it this week on the problem of improving TV broadcasting service thruout the nation.

Set Probe

Criticizing the Commission's preliminary report as inadequate, Magnuson asserted the Commission's shortcomings could "Soak the American householder." Magnuson indicated strongly that he intended to probe into TV set manufacturing to determine what the outlook was for production of all channel sets.

The FCC preliminary report stated that lack of UHF receiving equipment and the delay in developing high powered transmission equipment may be the most important factors for UHF's failure to keep abreast of VHF. Chairman Magnuson has already taken steps to solve that problem by inviting TV set makers to confer with bim in Washington soon.

Hennock Report

FCC Commissioner Frieda B. Hennock declined to go along with the FCC preliminary report and instead is drafting a separate report which is expected to push for intermixture and early remedial action for UHF.

On the question of selective deintermixture, the FCC indicated that it is considering "the circumstances, if any, of which deintermixture may be appropriate and in the public interest." Senator Magnuson, in commenting on deintermixture, said that he hoped that the FCC will move before it is too late to deintermix anything. "Sometimes," he said, "delay can prove worse than immediate adverse action."

Pabst Seeking Co-Sponsor On ABC Bouts

NEW YORK, March 19. — Pabst Beer, which last week decided to shift its Wednesday night fights over to ABC from CBS, is seeking another advertiser to share alternate week bankrolling of the bouts. If it doesn't find one, however, it will sponsor the matches on an every week basis.

The Pabst fights will stay on CBS until May 25. The following week they will be seen on ABC in the same Wednesday 10 p.m. time slot. ABC is now trying to clear 128 stations for Pabst.

'ZOO' SAFARI

Also to Film For Tonight, Home, Today

CHICAGO, March 19. — The forthcoming safari to Africa by personnel of NBC's "Zoo Parade" holds more interest than meets the eye. It was learned this week that the eight-week trek will be made not only to get color-sound films for five "Zoo Parade" shows, but also to shoot footage for "Home," "Today" and "Tonight." Should the situation go as planned, the five shows may wind up as a series of one-hour color spectaculars rather than five half-hour shows of the "Zoo Parade" format.

The original idea, which was supported enthusiastically by NBC, was to have the safari film the zoological specimens of Africa in their native habitat. One show will be based on white rhinos, one on a lost herd of elephants, one on antelopes, zebras and giraffes, another on snakes, and lastly, one show will be filmed at the Biblical Gardens of Tel Aviv which includes only animals mentioned in the Bible.

It wasn't until after the original plan was accepted that NBC decided to ask the camera crews to be on the alert for any possible shots that could be incorporated in other NBC shows. It is hoped that footage of home life in Africa can be used for "Home," and shots of native night life are expected to make interesting viewing and comment for Steve Allen on his "Tonight" show. Dave Carroway and his "Today" program will be supplied with footage as well as news releases on the safari's progress.

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Vol. 67 No. 13

Ashley-Steiner Has Four New Series Coming

NEW YORK, March 19. — The Ashley-Steiner packaging agency has four new shows coming up on its sales agenda, while three of its older properties are hitting the comeback trail.

Ashley-Steiner is the packager of "Frontier," the pilot of which Worthington Minor Production began shooting this week with Matthew Rapf producing and Sidney Lumet directing. The firm is also preparing a new show with Walter Slezak, who moved over to A-S from the William Morris agency this week. A-S is also representing "Buckley," the Goodson-Todman production starring Reginald Gardner. The pilot film was shot this week with Dorothy Lamour as the guest star. Another new A-S pilot is "How Now, Brown" starring Keenan Wynn, which McCadden Productions shot this week. A Don Quinn creation, "How Now," is being scripted by Bill Manhoff.

Meanwhile, NBC-TV is planning to revive "The Marriage" next season, "Ethel and Albert" was sold to General Foods as the summer replacement for "December Bride" on CBS-TV, and Guild Films has begun shooting "The Goldbergs" for syndication.

Fall Gridcasts In the Works At Du Mont

NEW YORK, March 19. — Du Mont has already begun to work on next season's pro football telecasts, which have proved such a blessing to the network over the past couple of years. The sports department is understood to have obtained the okay of five of the teams of the National Football League already. And presentations have already been made to a couple of the ad agencies here.

Du Mont's severe retrenchment in recent months is reported to be causing it some difficulty in peddling next fall's football. The clearances and servicing of the several regional sponsors is one of the most intricate set-ups in network TV. In view of Du Mont's reduction of its regular cable use, some potential clients are said to be wondering whether Du Mont will actually be able to deliver.

RESTLESS PEOPLE

Kate Smith's TV show returns to the General Foods fold in six special appearances in April on CBS-TV, introducing GF's new product, Instant Swans Down Cake Mixes. Miss Smith will do these commercials live. . . . James P. (Uncle Jim) Harkins, former assistant talent coordinator of NBC, was awarded the Pro Ecclesia et Pontifice medal for outstanding service to the Pope (Continued on page 23)

FEE VIDEO

McConnaughey Pledges Thoro Study by FCC

WASHINGTON, March 19.—Chairman George C. McConnaughey, of the Federal Communications Commission, this week dispelled any lingering doubt that the FCC intends to take months in deliberating the stormy issue of subscription TV.

The FCC chairman gave fresh confirmation to the likelihood that protracted hearings will be staged sometime after the upcoming May deadline for filing of briefs on the issue by protagonists and antagonists.

The Commission's intentions were indirectly disclosed by the FCC chairman in a letter to the House Appropriations Committee this week asking for an extra outlay of $85,000 from Congress to handle the Commission's explorations into whether home-subscription television should be authorized for commercial use.

The FCC chairman indicated to the House committee that the fee TV issue is topmost among controversial cases pending in the Commission, and he said it will require considerable time for hearings and subsequent studies.

Schaefer Ups Baseball Sked

NEW YORK, March 19. — Schaefer's Beer has expanded its budget for baseball sponsorship on WOR-TV here by close to 30 per cent this year.

The bankroller has taken on sponsorship of 25 "away" games in addition to the 77 "home" games ordinarily aired.

Clients Unhappy at TV Segs, 2 Agencies Lose $6 Mil Biz

NEW YORK, March 19. — TV once again this week proved its vital position in the advertising scheme of things. Two agencies—Ted Bates, and Fuller, Smith & Ross—are soon to be shorn of at least $3,000,000 in billings each. The reason, according to the trade, is that they have failed to carry the ball video-wise for Colgate and Westinghouse respectively.

Ted Bates is the more striking example. This agency relieved NBC-TV of production responsibility of the "Comedy Hour" last spring. Reports are that it promised the client it would save enough money on the Sunday show to pay for his Wednesday half hour on CBS-TV.

The Bates pitch was that it would program a show featuring new, fresh talent strong enough to recapture rating dominance of Sundays 8-9 p.m. from "Toast of the Town." Instead, however, the "Comedy Hour" has lost considerable ground to "Toast" this season as evidenced from its weaker ratings. Few, if any, of the Bates-selected personalities have lived up to expectation.

The agency unexpectedly found itself caught in a talent price squeeze when the spectaculars arrived on the scene. These shows having higher budgets usually managed to outbid "Comedy Hour" for personalities. NBC will produce the show next season.

Other Changes

Bates is also liable to lose production supervision of "The Millionaire." What agency will represent the client on both shows is not known, but indications are that William Esty was selected. The decision, however, is not final for Colgate is reshuffling its agency product line-up, with Cunningham & Walsh and Bryan Houston also in the running.

Fuller, Smith & Ross lost its portion of the Westinghouse consumer billings to McCann-Erickson. The account also has another agency, Ketchum, McLeod & Grove, which occasionally handles consumer products for TV.

Trade information is that Fuller, Smith & Ross lost its side of the Westinghouse account by default because it failed to submit strong enough TV ideas. Its only video show for Westinghouse was "Let Freedom Ring" on CBS-TV for the Mansfield division of the company. This business moved off TV when Ketchum, McLeod & Grove sold the advertiser professional football, which subsequently did a great job.

The fate of both Bates and F. S. & R., however, gives further emphasis to the idea current in TV circles—that to keep clients they must be kept TV happy.

McGovern to 'Citizen' Unit

NEW YORK, March 19.—Peter McGovern, Young and Rubicam publicity staffer, this week resigned to join the production staff of "Mr. Citizen," the new Liggett & Myers live series on ABC-TV. He will function as material editor in the search for interesting stories about average Americans.

Ed Byron will produce and veteran radio director Marx Loeb takes over as his assistant. Charlie Tate will direct. The series will debut on April 20.

BYE AGAIN

'Travelers' to Quit Chicago For N. Y. Stay

CHICAGO, March 19.—Much to the chagrin of Chicago's television moguls, another network show is leaving the Midwest to head for origination in New York. The latest to make the move will be the Procter & Gamble-sponsored "Welcome Travelers."

Reason for the move, which is scheduled for May 9, is an agency change. Dancer, Fitzgerald & Sample has dropped the show, and the Benton & Bowles agency takes over.

This appeared apparent. The (Continued on page 23)

CBS Would Snare U. S. Steel And GE for Wed. Eve Wallop

NEW YORK, March 19.—CBS-TV this week made a switch in its attempt to capture the United States Steel business. The network is now offering the advertiser Wednesdays, 10-11 p.m., beginning in June. The sponsor was offered Thursday 8:30-9:30 last week, but the switch came about when Chrysler renewed its hold on the Thursday time period where it programs "Climax" and "Shower of Stars."

Since U. S. Steel would only offer an alternate week dramatic show on Wednesdays, even if it bought the CBS slot, the web needs a co-sponsor. It is going out after big game and trying to get General Electric to buy the other alternate hour show, which would also apparently be drama. General Electric has not yet decided whether it will drop Ray Milland, but if it did, would have the funds to pay for the alternate hour. It recently purchased half of "Dear Phoebe" from Campbell Soups on NBC-TV.

U. S. Steel is getting out its slide rules and crystal balls to see whether it should make the switch. The advertiser has a good deal over at ABC-TV where the show is currently presented Tuesdays 9:30-10:30. And ABC has big plans for Tuesday next season and, as it is already known, has a deal on with Warner for hour features which it hopes will contribute to its building audiences.

An hour dramatic show co-sponsored by U. S. Steel and General Electric, bankrolled by two of the most important clients in American industry, would be a potent programming as well as financial plum for CBS or any network.

SCHOOL FULL

NBC Shuts Door to New DD Sponsors

NEW YORK, March 19.—With eight of a possible 10 participations already sold on "Ding Dong School," NBC-TV this week decided to withdraw the show from sale.

The web's action is based on its belief that the stanza's reputation as a prestige-educational show would best be preserved by keeping the amount of advertising down to 80 per cent of maximum.

The network, of course, will replace any of the current advertisers who drop out in the future with new ones.

NEWS IN BRIEF

Retail sales of television receivers experienced a normal seasonal slump this January from last December's level, according to last week's report from the Radio-Electronics-Television Manufacturers' Association. In four weeks in January 647,585 TV receivers were sold at retail compared with 1,093,702 sets sold in five-week December. In January, 1954, RETMA had reported that 731,917 television sets were sold. Sales of radio sets reached 474,947 in January, 1,158,588 in December and 310,623 in January, 1954, RETMA reported.

Attorneys for publisher-broadcaster Edward O. Lamb will appeal Federal Communications Commission Examiner Herbert Sharfman's ruling that the six-month-old hearing into Lamb's request for renewal of a television license must continue. Lamb's attorney, Russell M. Brown, said he will take the ruling before the commissioners themselves. The hearing is recessed indefinitely. The FCC has said it will call Lamb as its next witness to ask him about his denials that he ever associated with Communists or gave to party causes.

Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, told the Northwestern University convocation last week that "the most complex among the problems deriving from the achievement of mass communications has been the grand experiment of informing the people fairly, frequently and in the absence of the odious and heavy hand of censorship." Referring to the assaults upon the freedom to broadcast, Fellows mentioned the bans on radio and television in New York State's public hearings, in the United States House of Representatives and those established by the American Bar Association's canon of ethics. Yet, as he said, "the camera and the microphone . . . do not interpret, they reflect . . . by what device could freedom of speech be more accurately and effectively portrayed?"

Federal Communications Commission denied a petition filed by McClatchy Broadcasting Company, licensee of KFBK-AM station in Sacramento. The company was seeking a hearing on FCC's action of December 9 in modifying the construction permit of KBET-TV, Sacramento Telecasters, for a change of transmitter, studio locations and certain equipment. At the same time a court action is pending in regard to McClatchy's appeal to the original grant to Sacramento Telecasters, together with the denial of McClatchy's competing application for a TV station there.

The first of the eight regional meetings of the National Association of Radio and Television Broadcasters starts September 20, and the others will run a week apart with the final meeting set for November 15, except no conference for the week of October 3. Tuesday is Radio Day, Wednesday is General Day and Thursday is Television Day, according to the NARTB's regional conference committee's report.

A decision handed down last week by the National Labor Relations Board to the Elm City Broadcasting Corporation and the American Federation of Television and Radio Artists, AFL, reaffirmed an earlier ruling that the New Haven, Conn., company, must bargain collectively with the union regarding conditions of employment. NLRB ruled that the company, since July 8, 1954, had refused to bargain collectively with the union.

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WGAL-TV has a potent effect on the spending habits of over three million people with effective annual buying income of $5 billion—the one station that reaches this market.

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TV FILM

GE, NTA Form Corporation To Help Out UHF Stations

To Aid on Nat'l, Local Sales; Make Money, Library, Advice Available

NEW YORK, Mareh 19.—A new and very serious attempt is going to be made to help out UHF stations whose financial plight is serious bu' not desperate. The help is gning to come from a new corporation just formed by two companies that are in the business of selling to TV stations, one a TV film distributor and the other an equipment manufacturer.

This combination "Marshall Plan" and "Point-4 Plan" for TV has been set up by General Electric and National Telefilm Associates. The operation they have set up, said to be capitalized at around $1,000,000, is known as National Affiliated Television Stations, Inc.

Essentially, NATS will act as a sales and service organization. Specifically, it will ope-ate along five lines: 1. It will make national spot sales for its member stations, apart from the stations' spot reps as well as in conjunction with them. 2. It will send salesmen into member markets to help the stations with local sales. 3. It will give its members financial assistaoce to some extent. 4. It will make the NTA film library available to members on convenient payment plans. 5. And it will give managerial advice where needed.

Lot at Stake

Both CE and NTA are recognized to have a considerable stake in the health of UHF stations because of sales of film and equipment already made as well as for the future development of their market. On its part, NTA has for the past year been selling an easy-payment station library plan, particularly designed for struggling UHF statinns. It is understood to have such deals with some 60 stations.

Notwithstanding their individual stake in the UHF crisis, GE and NTA presented the NATS scheme as an entirely objective and industry-spirited venture. The luncheon here yesterday at which NATS was unveiled was attended by several banking personalities. Ely Landau, NTA president and NATS exec vice-president, told them very pointedly that their help will be needed, as well as that of the entire TV community. Oliver Unger, NTA exec vice-president and NATS veepee, said, "NTA will not be the exclusive (film) supplier of the affiliates of NATS, nor do we want to be."

How Eligible?

It was not clear how a station (Continued on page 14)

'Gangbusters' Set Up for Fall

NEW YORK, March 19.—General Teleradio Film division is getting set to release its "Cangbusters" TV film series for airing this fall.

The staoza has been on the shelf for almost half a year awaiting completion of the theatrical run of the "Gaoghusters" feature film which Ceneral Teleradio produced by joining three of tbe TV film episodes together.

General Teleradio's production subsidiary, Visual Drama, Inc., went back into production on the TV film series this week in Hnllywood. It plans to shoot 29 more of the half-hour episodes. Ten episodes, in addition to the three used for the feature film, were shot last year.

The stanza will probably be first offered for national sale. If nothing materializes on that front, it will be made available for syndication. Ceneral Teleradio is currently pitching its "Uncommon Valor" Marine Corps series to national advertisers.

P&G Renews Loretta Young

HOLLYWOOD, March 19.—Procter & Gamble this week renewed the "Loretta Young Show," altho Tom Lewis, Miss Young's husband, is bowing out as producer of the program. Lewis will devote himself to one or two new properties, as yet unnamed, to be produced under the Lewislor banner.

Also in the works is Canadian and British airing of the program.

THE BILLBOARD SCOREBOARD

Top 25 Non-Network Vidfilm Series and Their Pulse Multi-Market Ratings

This monthly feature of The Billboard's TV Film department shows the relative standing of the 25 top-rated TV Film series sold on a regional or national-spot basis. The Average Rating is based on the rating scored by each show in the 22 basic markets studied monthly by The Pulse, which markete account for the bulk of U. S. set circulation. Each market is weighted in proportion to its TV population.

For additional information on audience size and coverage please consult The Pulse, Inc., 15 West 46th Street, New York.

Rank Order	Title and Distributor of Series	Viewers Per 100 Homes	February Rating
1	Cisco Kid (Ziv-TV)	208	19.5
2	Wild Bill Hickok (Flamingo Films)	190	18.1
3	Annie Oakley (CBS Film)	208	17.5
4	Stories of the Century (Hollywood TV)	198	17.2
4	Mr. District Attorney (Ziv-TV)	193	17.2
6	Superman (Flamingo Films)	170	17.1
7	Gene Autry (CBS Film)	234	16.9
8	Badge 714 (NBC Film)	253	16.7
9	Life of Riley (NBC Film)	201	16.2
10	Range Rider (CBS Film)	214	15.9
11	I Led Three Lives (Ziv-TV)	220	15.4
12	The Whistler (CBS Film)	200	14.6
13	Waterfront (MCA-TV)	193	14.1
14	Death Valley Days (Pacific Borax)	217	13.9
14	Eddie Cantnr Show (Ziv-TV)	216	13.9
16	Lone Wolf (MCA-TV)	199	13.8
17	Mayor of the Town (Official Films)	195	13.2
18	Star and the Story (Official Films)	196	13.0
19	City Detective (MCA-TV)	190	12.9
20	Racket Squad (ABC Film)	185	12.7
21	Ellery Queen (TPA)	192	12.6
22	Boston Blackie (Ziv-TV)	220	12.5
23	Favorite Story (Ziv-TV)	205	12.4
23	Ramar nf the Jungle (TPA)	190	12.4
25	The Falcon (NBC Film)	190	12.3

ON TV BEAM

Paramount to Enter Video Film Field

NEW YORK, March 19.—Paramount Pictures is about to become the fifth major theatrical picture production company to enter the TV film field. An announcement to that effect is expected from Barney Balaban, the company's prexy, here this week.

Altho it's so far not known what form Paramount's TV plans will take, it's understood that they'll probably include both renting of space to independent producers and formation of a television subsidiary. Stage space used for actual filming will be at the old Warner Bros.' lot on Sunset Boulevard, originally acquired by Paramount for its Los Angeles TV station, KTLA.

Paramount also is reported to have been negotiating with MCA- (Continued on page 14)

THE BILLBOARD SCOREBOARD

• Top Ten Network Film Shows

and comparative rank among all web shows

Thie feature, which runs once a month in The Billboard'e TV Film department, shows the relative standing of the top 10 film shows telecast on a network basis. It also stacks up film shows vs live web shows by indicating the standing of film programs among all network entries. In the latter column, film shows which did not hit the top 25 among all web programs carry no rank number, but are designated with asterisks. Rating figures are from the latest monthly finding of the American Research Bureau.

Ranh Among Web Film Shows	Ranh Among All Web Showe	Program	Web	Feb. ARB Rating
1	1	You Bet Your Life	NBC	56.0
2	4	I Love Lucy	CBS	48.8
3	7	Dragnet	NBC	46.6
4	8	Disneyland	ABC	44.8
5	14	Ford Theater	NBC	39.2
6	15	Life of Riley	NBC	36.9
7	19	Rio Tin Tin	ABC	34.9
8	20	December Bride	CBS	34.0
9	21	Fireside Theater	NBC	33.9
10	25	Loretta Young	NBC	31.5

MCA-TV GOES THATAWAY

To Distrib Autry, Rogers Features

HOLLYWOOD, March 19.—MCA-TV this week acquired distribution rights to the Republic package consisting of 56 Gene Autry and 67 Roy Rogers features from Hollywood Television Service, ending many weeks of speculation as to what would happen to the pix (Billboard, February 5).

Tho no sale price was revealed, package is understood to have gone to MCA for between $4 and $5 million. This would make the long-term deal the biggest of its kind in the history of television. Presumably the pix will revert to Republic after MCA's distribution rights run out, tho by that time (no termination date is given) the package will probably have lost most of its value. The price tag works out to approximately $35,000 per pic.

Left up in the air is what MCA-TV will now do with the package, which is its first venture in distribution of theatrical film to TV. One hint, bowever, is the fact that tbe contract calls for editing of the features down to one hour apiece by Republic.

This would seem to indicate that MCA-TV will make its pitch toward a kid audience in the late afternoon or early evening time period. NBC-TV is known to have been looking for just such a strip and negotiations may already be in tbe works. It's possible, too, that MCA may divide the features into Autry and Rogers blocks, with one intended for national sale and the other for syndication.

Deal for the package, largest ever released to television by a single organization, was concluded between Republic Prexy Herbert J. Yates and MCA-TV Vice-President Taft B. Schreiber.

Package will apparently be pitched to natinnal sponsors before it becomes available for local deals. Several stations are reported to have already quizzed MCA-TV about the Western features hoping to acquire them for slotting opposite ABC-TV's "Mickey Mouse Club."

Simultaneous Filming-Vidcast Camera Evolved by Simon, RCA

HOLLYWOOD, March 19. — Completion of the Simon video-film camera capable of simultaneous motion picture filming and live telecasting was announced today.

Developed by Al Simon, production supervisor for McCadden Productions, in co-operation with RCA, tbe camera is a unit and obtains its dual image—one for 35mm. film and the other for the electronic signal—by splitting the beam.

In this manner it eliminates parallax, a problem which the Du Mont electronicam (Billboard, January 8, February 12) is believed not to have been able to fully solve. Furthermore, the Simon camera is now ready for mass production and, according to its inventor, will cost no more than an ordinary Mitchell camera.

First use of the camera will he made within the next two weeks on the "Burns and Allen Show." During shooting it will enable the director to see what he is obtaining on film by projecting the identical image onto one or more monitors set up on the stage.

Conversely, it enables a live program to be simultanenusly filmed either in color or in black aod white. Tho it would not solve the problem of hot color kines for the nets, it would enable delayed ones to be made. The camera is adaptable for tape, when this comes into widespread use, and could record on film and tape at the same time.

Lenses can be shifted into place in the same fashion as a live camera. Beam splitting does not in any way affect the quality of the picture, with only a slight printing adjustment necessary during development of the film.

CBS-TV FALL PLANS TRENDS

Stress on Films, Attempts to Air New Shows, De-Emphasis of Color

HOLLYWOOD, March 19.—CBS-TV has developed or is in the process of developing a dozen shows for fall presentation to advertisers. The most significant trends apparent are the ever-growing emphasis on film, the attempt to put new types of shows on the air, and the realization that color has so far failed to capture the imagination of the public.

In line with the new thinking on color there is serinus doubt among CBS execs that "Shower of Stars" and "Best of Broadway" will cootinue, with apparently no great mourning planned if the demise does take place. Further, none of the new shows now in the works will be done in tint.

The residual value of film programs is proving a large factor in the swing toward celluloid, with one deal especially standing out. This is the "Lucy" sale to Lehn & Fink, for which the net and Desilu are receiving $7,000 more per episode for the reruns than they did for the original half hours from Philip Morris. As a result, eight to nine of the web's dozen new properties are being shot on film, with another half dozen pic pilots being prepped for the net by outside firms.

Variety Important

CBS Vice-President Harry Ackerman is of the belief that variety plays a large part in successful programming, and that the situation comedy stampede may just about have run its course. A show may be different in many ways, he points out, with this difference often being more a matter of quality rather than subject matter.

Shows which the net is pitching lead off with "Hart of Honolulu," to be filmed by Felix Feist and Ed Leshin on location in Hawaii. Being scripted by Juanite Sheridan and E. Jack Neuman, it will deal with the exploits of an American newspaper representative in the islands.

High sea adventure series being developed by Bill Brennan is "Asa Turnbull, Privateer," which will concentrate on character as much as pirateering. Brennan already has lensed. "The Mighty O.," pilot about life in the Coast Guard, which stars Craig Stevens, Allen Hale Jr. and Lola Albright.

Second pilot of "The Aldrich Family," long-time radio comedy, will be shot at Motion Picture Center on March 26 by Mel Epstein. First show, filmed several weeks ago, proved unsatisfactory.

"Gunsmnke," another converted radio drama, completed shooting on location last week. Directed by (Continued on page 14)

Guild Films to Extend Stress On Music Pix

HOLLYWOOD, March 19.—Emphasis on the production of musical series will continue to be Guild Films' policy in the future, the company's executive producer, Duke Gladstone, said here last week. He pointed out that they can be made more simply and for less money than dramatic shows and therefore have greater sales potential in the syndicated market.

Guild presently is syndicating Liberace, Frankie Laine and Florian ZaBach, has scheduled a Connie Haines series for summer filming. It is known to be considering one or two other shows. In shooting the programs, Goldstone discards the frills and keeps sets and lighting simple, resulting in both fast and economical production.

Cost of a syndicated show must be kept under $15,000, Goldstone declares (and many Guild programs are brought in well under that figure), because otherwise it becomes difficult for a producer to reap a return on his investment during the first or even second run.

Thinking ahead to the time that foreign markets open up to a greater extent, Goldstone continues, musicals have a considerable advantage over straight dramas in that they have little or no language problem to overcome.

As far as production is concerned, he points out that a musical does not need a staff of writers, a large cast, or elaborate sets, but that the primary ingredients for successful program—popular music and a well-known musical personality with his own following—are inherent in the show itself.

Five Outlets Buy Hygo's 'Showmanship'

NEW YORK, March 19.—Hygo Television Films sold its new "Showmanship Package" of feature films to five more stations this week. Station Films, Inc., the resident film buying agency here headed by Bob Salk, bought the pictures for the four stations owned by the Meredith Publishing Company: WOW, Omaha, WHEN-TV, Syracuse; KPHO, Phoenix; KCMO-TV, Kansas City. In addition the package was sold to KTNT, Seattle.

In some markets Hygo is pitching "The Sullivans," with Thomas Mitchell and Anne Baxter, the 12th picture in this package. A four-handkerchief war story, "The Sullivans" has already been sold to over 25 stations over the past few months. Hygo is still ironing out a deal for still another big-name feature to be included in the "Showmanship Package."

WARNERS MAY SELL PIX TO TV

NEW YORK, March 19.—Warner Brothers has approached several TV film distributors with an offer to turn over to them an undisclosed number of its vintage features, according to unconfirmed reports circulating here this week.

The report follows on the heels of Warner Brothers' deal with ABC-TV to shoot a new hour-long TV film series for that web. Warners has already turned over about 190 short subjects to Guild Films for TV sale.

2 Sales Execs Join S. Gems

NEW YORK, March 19.—In a move that hypes its national and East Coast sales power, Screen Gems this week added two new sales staffers and promoted one more in its New York office.

Ben Colman and S. L. (Stretch) Adler are the new additions. The former has been named sales manager in charge of syndicated sales in the East, while the latter has been appointed senior account exec and will cover New York advertising agencies. Robert Brahm, formerly Eastern sales manager, has been promoted to senior account exec and will also cover New York agencies.

Colman comes to Screen Gems from Ziv-TV, while Adler joins the firm from the Chicago office of the William Morris agency, where he worked in the radio-TV department.

ABC Hunts $3,250,000 in Sponsors for Warner Stanza

NEW YORK, March 19.—ABC-TV launched an all-out drive this week to land sponsors able and willing to pay more than $3,250,000 a year in time and program costs for a half hour every week of its new hour-long Tuesday night Warner Brothers' stanza, titled "Warner Brothers Presents." The show is slated to bow September 13 either 7:30-8:30 p.m. or 8-9 p.m. Only advertisers willing to sign for a firm 52 weeks for a line-up of 122 stations will be accepted, according to the web's sales plan.

Undoubtedly one of the most ambitious new TV programs to hit the airwaves this year, the Warner Brothers' stanza will consist of 39 new episodes, divided into three groups of 13 each.

One group of 13 will be based on Warner Brothers' feature film, "Casablanca," another on "King's Row" and the third on "Cheyenne." In effect, the breakdown will see three different type shows being aired—adventure, romance and Western. The stanza will be shot in color, tho it will be aired on ABC-TV in black and white.

Backlot Scenes

Part and parcel of the format, and undoubtedly the factor that persuaded Warners to make the deal with ABC in the first place, is a series of six-minute segments titled "Behind the Scenes at Warner Brothers' Lot." This feature, which will be aired toward the end of the show every week, will consist of specially shot footage highlighting various theatrical feature films in production at the Warner Brothers' studios.

It will show how the films are shot and will include interviews with the stars appearing in the features. Tho the primary purpose of these segments is to promote movie house audiences for forthcoming Warner Brothers' features, they will be shot with an eye toward making them interesting and entertaining for the TV public.

The leads in the TV film dramas Warner Brothers will shoot for the (Continued on page 143)

FILM CHALLENGE

CBS Seeks Affils' 7:15-7:30 Period

NEW YORK, March 19.—CBS-TV this week asked its affiliates to make available an additional quarter hour each evening during the week to meet the challenge of its network competitors. The CBS proposal would mean that the web would begin programming at 7:15 instead of 7:30 as is currently the practice.

There are no indications, as yet, whether the web's affiliates will accept the plan. Moving up network programming a quarter hour across the board would come as a blow to syndicators because they would be unable to sell half-hour vidfilm shows to local sponsors from 7-7:30 p.m. as they do now. It would further complicate the distributor's problem of finding evening time for their product, a problem which has become acute this season.

The network, however, believes that by opening the quarter-hour strip to its shows and clients, the stations will receive a higher qual- (Continued on page 143)

RELIGION

Baptists Will Spend TV Millions

NEW YORK, March 19.—Close to $1,000,000 will be spent in 1956 and 1957 by the Southern Baptist Convention for production of a TV film stanza and preparation of other radio and TV programming material of a religious nature.

The TV film stanza, titled "This Is the Answer," will be shot in color by Family Films in Hollywood and will be distributed free of charge to TV stations for airing as sustainers next year. The Baptists also plan to distribute to churches thruout the country a programming kit to aid stations in producing local religious live shows.

According to Paul M. Stevens, (Continued on page 143)

NABISCO

May Shift Video Biz To Ken Eck

NEW YORK, March 19.—Nabisco is reportedly getting set to shift over the major share of its advertising from McCann-Erickson to Kenyon & Eckhardt.

One of the major reasons behind the move, it's understood, has been K&E's success in coming up with a TV show winner in the form of "Rin Tin Tin" for Nabisco. McCann, on the other band, was responsible for recommending Nabisco's purchase of "Halls of Ivy," which the client reportedly will drop before next fall.

On one front, however, McCann (Continued on page 143)

WPIX Clears Baseball Time

NEW YORK, March 19.—Fred Thrower, manager of WPIX here, denied the recent report that the station is planning to dump any of its live shows in favor of film. What is happening is that beginning April 8 three afternoon live shows are taking a summer hiatus to make way for WPIX's heavy baseball schedule that starts April 12. WPIX will carry 154 home games of the Giants and Yankees, plus pre-and-post-game shows. All the baseball coverage is completely sold out.

The shows that are going off for the summer are "Opinion Please," the Bob Kennedy show and the "3:55 News." Also, the Dione Lucas cooking show is being moved back to the 4:30-5 p.m. strip, and the afternoon Liberace film show is being moved to 11 p.m.

Kodak to Sub Gems' 'Fords' for 'Norby'

NEW YORK, March 19.—Its plans to salvage "Norby" virtually abandoned, Eastman Kodak this week bought approximately 25 half-hour "Ford Theater" re-runs from Screen Gems to replace "Norby" over the next half year. During that time, the bankroller will be looking over new film properties with an eye toward purchasing one for airing in color next season.

The Screen Gems package, which Kodak is thinking of titling "Kodak Request Performance," will hit the air April 13 in the Wednesday 8-8:30 p.m. time slot. A different time period will probably be picked up by Kodak for its new show in the fall.

"Norby's" fadeout from the Eastman Kodak picture was climaxed this week by the show's star, David Wayne, requesting release from his contract with Kodak.

The sponsor has spent approximately $800,000 to date in program cost alone. One of the factors responsible for "Norby's" failure was undoubtedly Kodak's inability to latch onto a better time slot than 7-7:30 p.m. on NBC Wednesday (Continued on page 143)

Movielab Adds 2 Floors to Space

NEW YORK, March 19.—Movielab Film Laboratories, Inc., has taken over two additional floors of its headquarters building at 619 West 54th street, increasing its space by about 70,000 square feet.

The firm on March 30 will hold a luncheon at Toots Shor's to celebrate its 25th anniversary, as well as the 45th birthday of its president, Saul Jeffee, who formed Movielab a quarter of a century ago.

'Gallant' Third Kid Show To Hit Advanced Ratings

NEW YORK, March 19.—"Captain Gallant of the Foreign Legion" looks as if it's becoming the third new half-hour kid show on the networks this season to score big ratings. The advanced Nielsen TV Index out this week, covering the film show's first two airings, gives it a rating of 21.3. Moreover, Trendex figures for the two subsequent weeks clearly indicate that the show continued to increase its share of the audience in the major competitive markets.

On Sunday, March 6, "Gallant" in the 5:30-6 p.m. slot on NBC-TV, achieved a virtual par with ABC-TV's "Super Circus." "Gallant" had 35.4 per cent of the audience in the Trendex markets, while "Circus" had 37.2.

This followed a steady increase of "Gallant's" share from its debut telecast February 13, when it had 23.2 share against "Circus's" 42.2. The week before that, when "Background" had the 5:30-6 p.m. slot, NBC-TV's Trendex share was 13.0.

Meanwhile, Television Programs of America, distributor of "Gallant" has jumped whole hog into its syndication campaign outside the 60 cities in which H. J. Heinz has it on NBC-TV. A mailing went out on the special sales film TPA made for this show. Prints of the sales film are now in 50 markets, and deals have been closed in 14.

Two other film series for kids that bowed on the networks in the fall have already turned into major successes of the season: TPA's "Lassie" for Campbell Soup and Screen Gems' "Rin Rin Tin" for Nabisco.

Randall-Song Ads Completes Levant Pilot

HOLLYWOOD, March 19.—Pilot for a new musical series featuring composer-humorist Oscar Levant was completed this week at KTTV studios under the banner of Randall-Song Ads Productions. Titled "The Story Behind Your Song," the show will have four regular panel members plus guest appearances.

Idea is that panel will try to guess story behind guest's song. Regular members, in addition to host Levant, are Les Baxter, Patricia Barrett and Jack Lait Jr. Larry Green Trio furnishes the music.

Program is produced by Peter Randall and Bob Sande. For Song Ads, production company for singing commercials, this marks the first venture into entertainment film.

'Little Margie' To Continue

HOLLYWOOD, March 19.—Despite cancellation by Scott Paper (Billboard, March 19), "My Little Margie" will continue on the air next season, most likely remaining on the ABC-TV network. Second runs of the show are expected to begin within the next few months.

Cancellation resulted not from sponsor's unhappiness with the show (it has continuously drawn a 30-plus rating), but from inability to agree about reruns. The Hal Roach-Roland Reed production now has 126 half hours in the can, representing an investment of approximately $3.5 million, and refused to continue with the program unless it could start second runs of "Margie" this fall. Scott bowed out when producer and sponsor reached an impasse on this issue.

NEW YORK, March 19.—"Jolly Gene and His Fun Machine," puppet show which signed off WABC-TV this week after an 18-month run, is going to be put on film for syndication purposes by its producer, Charles Andrews Affiliates, Inc. Shooting of 13 half hours will begin in two weeks.

Production Set on C-S' 'T-Men' Films

HOLLYWOOD, March 19.—Production at 20th Century-Fox's TV lot begins today (19) when Conne-Stephens starts rolling "T-Men in Action" at the Western Avenue studio. Next to get under way will be "Man Behind the Badge," another C-S show.

Altho Conne-Stephens had half a dozen programs under its banner at American Studios, taken over by Ziv, only the pair mentioned above are making the trek to the company's new home. Others, such as "Dear Phoebe," have either completed their shooting schedule for the season or, like Chester Erskine's "Reader's Digest," are remaining at American National.

Only MCA-TV has so many proven, top-rated, quality TV film shows!

ROCKY JONES
SPACE RANGER

39 HIGH-TENSION SCIENCE-FICTION FILMS THAT SEND SALES AND RATINGS SOARING!

Get set to blast off!... here's the hit that's breaking sound barriers, rating barriers, sales barriers in Pittsburgh, St. Louis, Boston, Cleveland — everywhere!* Rocky's spectacular adventures in outer space (with young Bobby and beautiful Vena) are mesmerizing "top ten" audiences of kids and adults wherever played. "One of the greatest merchandising shows on TV", says Dr. Pepper Bottling, a Rocky sponsor. A Roland Reed Production you can still "blast off" with first run in many markets — and just watch those sales go into the blue, too!

PITTSBURGH ....26.1, 94% share
ST. LOUIS ....24.5, 83% share
BOSTON ....15.0, 69% share
CLEVELAND ....15.6, 62% share

*Latest available ARB's (Jan. & Feb., 1955)

CONTACT YOUR NEAREST MCA-TV OFFICE FOR AUDITION PRINTS TODAY!

NEW YORK: 598 Madison Ave.
BEVERLY HILLS: 9370 Santa Monica Blvd.
ATLANTA: 515 Glenn Bldg.
BOSTON: 45 Newbury St.
KANSAS CITY, MISSOURI: 1615 Baltimore Ave.
CHICAGO: 430 North Michigan Ave.

CLEVELAND: 1172 Union Commerce Bldg.
ROANOKE: 3110 Yardley Dr., NW
NEW ORLEANS: 504 Delta Bldg.
CINCINNATI: 3790 Gardner Ave.
DALLAS: 2102 No. Akard St.
DETROIT: 837 Book Tower

SAN FRANCISCO: 105 Montgomery St.
SEATTLE: 203 White Building
SALT LAKE CITY: 212 Beason Bldg.
MINNEAPOLIS: 1048 Northwestern Bank Bldg.
PITTSBURGH: 550 Grant St., Suite 146
ST. LOUIS: 1700 Liggett Drive

MCA-TV CANADA: 111 Richmond St., West, Suite 1209, Toronto, Ontario
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Thomas Mitchell stars in 39 exciting topical dramas. Consistently a top-rated radio and TV show for years. Sold in over 100 markets.

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Inimitable Paul Hartman stars in this hilarious situation comedy . . . 40 fun-filled films now available in many leading markets.

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65 half-hour mystery and adventure films, starring Rod Cameron. In its third year of successful selling for sponsors.

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Louis Hayward stars as the world's most famous adventurer, fighting evil and intrigue everywhere . . . an electrifying series of 39 films.

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78 dramas to build prestige for your commercial. Sponsored as Fireside Theatre by Proctor & Gamble. One of the highest rated film shows.

GEORGE RAFT **I'M THE LAW**

George Raft plays the role of a metropolitan police officer in 26 hard-hitting films of drama and mystery. Top ratings in leading markets.

TELESPORTS DIGEST

Fresh, crisp film highlights of the previous week's top sports events, air expressed to you every Monday.

TOUCHDOWN

13 half-hour films covering top college games during football season.

CHARLES BICKFORD **MAN BEHIND THE BADGE**

Charles Bickford hosts and narrates 39 half-hour thrilling, true-life dramas of law enforcement presented in documentary style.

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13 encore dramas with such famous Hollywood stars as Lew Ayres, Joan Bennett, Miriam Hopkins. Available under your own title.

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Alan Hale, Jr. and Randy Stuart star in 26 half-hour films of international mystery and intrigue. A surefire combination appealing to all viewers.

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Melvyn Douglas stars as a private sleuth in 13 exciting and unusual dramas mixing love and adventure. With an all star Hollywood cast.

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78 neatly produced 15-minute dramas, each with a surprise twist ending. Available first run in over 100 markets.

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a show for every product, every market, every budget!

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AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS

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The Billboard's Non-Network ARB Film Ratings

• All TV Film Series in All Major Markets
• Top 10 Shows of Any Type in Each City

This chart is one part of a four-week rating study in which all pertinent data is given for every non-network TV film series currently being shown in markets surveyed by the American Research Bureau. Each week this chart covers a different group of cities, thus, over a four-week span, all cities are covered which were surveyed by ARB in its latest market studies.

Listings of films is by rank order, according to rating.

All films shown are sold on a syndicated basis unless they are designated by a dagger (†), in which case they are nationally spot booked. Stations are VHF unless the call letters are preceded by the letter "u" in which case they are UHF.

The highest rated opposition program is shown along with each film series listed, and ARB ratings are given for programs competing with the top 10 film series in each market.

For further information on audience size and breakdown, please consult American Research Bureau, National Press Building, Washington 4; 551 Fifth Avenue, New York, or P. O. Box 6934, Los Angeles 22.

SEATTLE-TACOMA ....4 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (*indicates Non-Network)

1. You Bet Your Life, KOMO....53.5
2. Disneyland, KINO....48.6
3. George Gobel, KOMO....43.7
4. Dragnet, KOMO....41.9
5. Toast of the Town, KTNT....41.2
6. This Is Your Life, KOMO....39.7
7. Life of Riley, KINO....36.9
8. Ozzie and Harriet, KING....34.2
9. Ford Theater, KOMO....33.0
9. What's MY Line? KTNT....33.0

Rank Among Films	Title, (Type) and Distributor	Station, Day, Time	Feb. ARB Rating	Top Opposition & Rating
1.	Life of Riley (Comedy), NBC Film	KINO—Th, 7:30-8:00	36.9	Name That Tune, 11.2
2.	Death Valley Days (West.), Pacific Borax	KING—Su, 9:00-9:30	30.7	GE Theater, 10.9
3.	Liberace (Music), Guild Films	KING—W, 8:30-9:00	28.5	My Little Margia, 26.9
4.	Little Rascals (Child.), Interstate TV	KING—M to F, 4:30-5:00	28.3	Channel 13 Matinee, 1.8
5.	Gene Autry (West.), CBS Film	KINO—T, 6:00-6:30	27.9	Dinner Matinee, 5.7
6.	Wild Bill Hickok (West.), Flamingo Films	KINO—W, 6:00-6:30	27.4	Dinner Matinee, 7.0
7.	Waterfront (Adv.), MCA-TV	KOMO—F, 8:30-9:00	26.9	Ray Bolger, 17.7
8.	Superman (Adv.), Flamingo Films	KINO—M, 6:00-6:30	25.7	Producere Showcase, 20.9
9.	Annie Oakley (West.), CBS Film	KINO—Th, 6:00-6:30	25.3	Dinner Matinee, 5.9
10.	Life With Elizabeth (Comedy), Guild Films	KOMO—M, 7:00-7:30	25.2	Studio One, 16.9
21.	Ranger Rider (West.), CBS Film	KOMO—T, 7:00-7:30	24.5	I Led Three Lives, —
12.	Badge 714 (Mys.), NBC Film	KING—F, 9:30-10:00	23.7	Dear Phoebe, —
13.	Cisco Kid (West.), Ziv-TV	KOMO—Th, 7:00-7:30	21.2	Pond's Theater, —
14.	Lone Wolf (Mys.), MCA-TV	KING—Th, 8:30-9:00	21.9	Meet Corliss Archer, —
25.	Meet Corliss Archer (Comedy), Ziv-TV	KOMO—Th, 8:30-9:00	18.7	Lone Wolf, —
16.	Favorite Story (Drama), Ziv-TV	KING—T, 8:00-8:30	18.5	Bob Hope, —
16.	Mr. District Attorney (Mys.), Ziv-TV	KING—F, 9:00-9:30	19.5	Big Story, —
18.	I Led Three Lives (Adv.), Ziv-TV	KTNT—T, 7:00-7:30	18.3	Ranga Rider, —
18.	The Whistler (Mys.), CBS Film	KING—F, 10:00-10:30	18.3	Line-Up, —
20.	Eddie Cantor (Music), Ziv-TV	KING—S, 8:30-9:00	17.9	Jackie Gleason, —
21.	Hopalong Cassidy (West.), NBC Film	KTVW—T, 6:15-6:45	16.9	Gene Autry, Early Edition, —
22.	Stories of the Century (West.), Hollywood TV	KING—W, 9:30-10:00	16.4	Kraft TV Theater, I've Got a Secret, —
23.	City Detective (Mys.), MCA-TV	KING—S, 8:00-8:30	15.3	Jackie Gleason, —
24.	Sherlock Holmes (Drama), UM&M	KING—Su, 5:00-5:30	15.1	Sunday Movie Theatar, —
25.	Victory at Sea (Docum.), NBC Film	KOMO—F, 6:30-7:00	13.5	Early Edition, —
26.	Joe Palooka (Comedy), Guild Films	KOMO—W, 6:30-7:00	12.9	Early Edition, —
26.	His Honor, Homer Bell (Comedy), NBC Film	KOMO—Su, 6:00-6:30	12.9	Various, —
28.	Star and the Story (Drama), Official Films	KING—M, 9:30-10:00	12.3	Rob't. Montgomery Presents, —
28.	Where Were You? (Docum.), MCA-TV	KING—T, 7:00-7:30	12.3	Range Rider, —
30.	Ramar of the Jungle (Adv.), TPA	KTNT—S, 6:30-7:00	11.5	Kings Ring, —
31.	Ellery Queen (Mys.), TPA	KING—M, 10:00-10:30	21.3	Rob't. Montgomery Presents, —
32.	Racket Squad (Mys.), ABC Film	KING—Su, 8:00-8:30	9.9	Toast of the Town, —
33.	Doug. Fairbanks Presents (Drama), Assoc. Artists	KTNT—Su, 10:30-11:00	9.7	Bob Cummings, —
34.	This Is Your Music (Music), Official Films	KING—Su, 6:30-7:00	8.7	Lassie, —
35.	Biff Baker, U.S.A. (Adv.), MCA-TV	KTNT—M, 10:00-10:30	8.2	Rob't. Montgomery Presents, —
36.	The Falcon (Mys.), NBC Film	KING—M, 9:00-9:30	8.0	I Love Lucy, —
37.	Frankie Laine (Music), Guild Films	KTNT—Th, 10:00-10:30	6.9	Lux Video Theater, —
38.	Hans Christian Andersen (Child.), Interstate TV	KTNT—S, 2:45-3:00	4.5	Smilin' Ed's Gang, —
39.	Madison Square Garden (Sports), Winik Films	KINO—Su, 1:00-1:30	4.9	American Week, —
39.	Florian ZaBach (Music), Guild Films	KINO—Th, 9:30-10:00	4.0	Ford Theater, —
41.	Janet Dean, R.N. (Drama), UM&M	KTNT—S, 10:00-10:30	3.9	George Gobel, —
42.	Hopalong Cassidy (West.), NBC Film	KTVW—M to F, 6:00-7:00	3.7	Various, —
43.	Beulah (Comedy), Flamingo Films	KTVW—M, 7:00-7:30	3.6	Life With Elizabeth, —
44.	Flash Gordon (Adv.), UM&M	KTNT—S, 2:15-2:45	3.5	Various, —
44.	Your AB Star Theater (Drama), Screen Gems	KOMO—S, 5:00-5:30	3.5	Super Circus, —
46.	Kings Crossroads (Drama), Sterling TV	KING—Su, 12:45-1:15	3.3	Contest Carnival, —
47.	Inner Sanctum (Mys.), NBC Film	KOMO—Su, 11:30-12:00	3.2	Various, —
48.	Old American Barn Dance (Music), Kling Studios	KTVW—S, 7:30-8:00	1.5	Show Wagon, —
49.	Cowboy G-Men (West.), Flamingo Films	KTVW—M, 5:00-5:30	1.3	Sheriff Tex, —
49.	International Police (Mys.), NTA	KTVW—T to F, 8:00-8:30	1.3	Bob Hope, —
51.	Superman (Adv.), Flamingo Films	KTVW—S, 6:00-6:30	9.9	Kings Ring, —
52.	Heart of the City (Mys.), MCA-TV	KTVW—M, 8:00-8:30	9.5	Premiere, —

SAN FRANCISCO ....4 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (*indicates Non-Network)

1. You Bet Your Life, KRON....65.2
2. Toast of the Town, KPIX....53.6
3. George Gobel, KRON....49.0
4. Dragnet, KRON....48.3
5. What's My Line? KPIX....47.2
6. Disneyland, KGO....47.0
7. Justica, KRON....46.2
8. This Is Your Life, KRON....45.6
9. Jackie Gleason, KPIX....45.4
10. I Love Lucy, KPIX....42.0

Rank Among Films	Title, (Type) and Distributor	Station, Day, Time	Feb. ARB Rating	Top Opposition & Rating
1.	Eddie Cantor (Music), Ziv-TV	KRON—S, 7:00-7:30	26.5	Search for Adventure, 14.2
2.	Mr. District Attorney (Mys.), Ziv-TV	KRON—F, 10:30-11:00	24.5	Various News, 3.2
3.	Badge 714 (Mys.), NBC Film	KPIX—W, 9:00-9:30	23.5	Kraft TV Theater, 20.6
4.	Wild Bill Hickok (West.), Flamingo Films	KGO—T, 6:30-7:00	23.9	News; Jo Stafford, 7.4
5.	Superman (Adv.), Flamingo Films	KGO—W, 6:30-7:00	22.1	News; Perry Como, 12.8
6.	Liberace (Music), Guild Films	KPIX—Su, 9:30-10:00	21.7	Television Playhouse, 25.3
6.	Cisco Kid (West.), Ziv-TV	KRON—Th, 6:30-7:00	21.7	Pond's Theater, 7.7
8.	Range Rider (West.), CBS Film	KPIX—T, 7:00-7:30	21.2	Favorite Story, 14.9
9.	Star and the Story (Drama), Official Films	KRON—Th, 7:00-7:30	19.6	This Is Your Music, 12.5
10.	Waterfront (Adv.), MCA-TV	KRON—F, 8:30-9:00	19.4	Topper, 23.2
21.	Life of Riley (Comedy), NBC Film	KGO—M, 7:00-7:30	19.0	Studio One, —
21.	City Detective (Mys.), MCA-TV	KRON—F, 10:00-10:30	18.8	Line-Up, —
23.	I Led Three Lives (Adv.), Ziv-TV	KRON—M, 10:30-11:00	18.2	Various, —
14.	The Whistler (Mys.), CBS Film	KRON—W, 10:30-11:00	17.9	Various, —
15.	Annie Oakley (West.), CBS Film	KOO—M, 6:30-7:00	17.5	King's Crossroads, —
16.	Janet Dean, R.N. (Drama), U M & M	KRON—Su, 10:30-11:00	17.0	Stage 7, —
17.	Passport to Danger (Mys.), ABC Film	KRON—T, 10:30-11:00	15.8	Various, —
18.	Hopalong Cassidy (West.), NBC Film	KGO—F, 6:30-7:00	15.5	Various, —
19.	Favorite Story (Drama), Ziv-TV	KRON—T, 7:00-7:30	14.9	Ranga Rider, —
20.	Little Rascals (Child.), Interstate TV	KRON—T, W, Th, F, 6:00-6:15	13.5	Various, —
21.	Your AB Star Theater (Drama), Screen Gems	KGO—T, 8:30-9:00	13.4	Bob Hope, —
22.	This Is Your Music (Music), Official Films	KPIX—Th, 7:00-7:30	12.5	Star and the Story, —
23.	Ramar of the Jungle (Adv.), TPA	KGO—T, 6:00-6:30	12.1	Little Rascals, —
24.	Lone Wolf (Mys.), MCA-TV	KRON—T, 11:00-11:30	11.8	Clancy's Corner, —
25.	Sherlock Holmes (Drama), U M & M	KRON—M, Th, F, 10:00-10:30	11.4	Father Knows Best, —
26.	The Playhouse (Drama), ABC Film	KPIX—M, 10:00-10:30	19.8	Robt. Montgomery Presents, —
27.	Where Were You? (Docum.), MCA-TV	KGO—M, 9:30-10:00	8.7	Robt. Montgomery Presents, —
28.	King's Crossroads (Drama), Sterling TV	KRON—M, 6:30-7:00	8.6	Annie Oakley, —
29.	Sherlock Holmes (Drama), U M & M	KRON—M, 11:00-11:30	8.1	Movies at 11, —
30.	Heart of the City (Drama), MCA-TV	KRON—Su, 11:00-11:30	9.9	Various, —
31.	Cisco Kid (West.), Ziv-TV	KGO—Su, 3:00-3:30	7.5	Omnibus, —
31.	Dick Tracy (Adv.), Combined TV	KOO—W, 6:00-6:30	7.5	Little Rascals, —
33.	Boston Blackie (Mys.), Ziv-TV	KGO—Su, 6:30-7:00	6.3	Golden State Movie Time, —
34.	Frankie Laine (Music), Guild Films	KPIX—S, 10:00-10:30	6.0	George Gobel, —
35.	Greatest Drama (Docum.), Gen'l Teleradio	KRON—F, 6:30-6:45	5.7	Hopalong Cassidy, —
36.	Your TV Theater (Drama), Ziv-TV	KGO—F, 7:00-7:30	5.6	Cavalcade of Sports, —
37.	Dangerous Assignment (Adv.), NBC Film	KGO—W, 10:00-10:30	5.4	This Is Your Life, —
38.	Eddie Cantor (Music), Ziv-TV	KOVR—T, 9:00-9:30	5.3	March of Dimes, —
39.	Inspector Mark Saber (Mys.), Thompson Koch	KGO—Su, 6:00-6:30	5.0	Golden State Movie Time, —
40.	Racket Squad (Mys.), ABC Film	KOO—S, 7:30-8:00	4.5	Your Hit Parade, —
41.	Ramar of the Jungle (Adv.), TPA	KOVR—M, 5:30-6:00	4.9	Producers' Showcase, —
42.	Terry and the Pirates (Adv.), Official Films	KPIX—S, 4:30-5:00	3.8	Little Rascals, —
43.	My Hero (Comedy), Official Films	KGO—F, 10:00-10:30	3.6	Line-Up, —
44.	Abbott and Costello (Comedy), MCA-TV	KOVR—W, 7:00-7:30	3.3	Best of Broadway, —
44.	Your TV Theater (Drama), Ziv-TV	KGO—F, 6:00-6:30	3.3	Little Rascals, —
46.	Front Page Detective (Mys.), Consolidated TV	KGO—M, 9:00-9:30	3.9	I Love Lucy, —
47.	Orient Express (Drama), NTA	KGO—M, 10:00-10:30	2.9	Robt. Montgomery Presents, —
47.	Secret File, U.S.A. (Docum.), Official Films	KOVR—T, 9:30-10:00	2.9	U. S. Steel Hour, —
49.	Strange Adventure (Drama), UPD	KPIX—W, 6:00-6:30	2.7	Dick Tracy, —
50.	Drew Pearson (News), U M & M	KPIX—M, 6:00-6:15	2.4	Producers' Showcase, —
50.	Files of Jeffrey Jones (Mys.), CBS Film	KOVR—T, 8:00-8:30	2.4	Bob Hope, —
52.	Biff Baker, U.S.A. (Adv.), MCA-TV	KOVR—M, 9:30-10:00	2.1	Robt. Montgomery Presents, —
52.	I Am the Law (Mys.), MCA-TV	KOVR—T, 7:30-8:00	2.1	Stop the Music, —
52.	Famous Playhouse (Drama), MCA-TV	KGO—T, W, Th, F, 1:00-1:30	2.1	Golden Gate Playhouse, —
55.	How Does Your Garden Grow? (Educ.), International Film	KGO—Su, 10:00-10:30	2.9	Big Picture, —
56.	Amos 'n' Andy (Comedy), CBS-Film	KOVR—F, 7:30-8:00	1.8	Various, —
56.	Town and Country Time (Music), Official Films	KOVR—S, 9:00-9:30	1.8	Two for the Money, —
58.	Royal Playhouse (Drama), MCA-TV	KPIX—S, 2:00-2:30	1.6	Bar 7 Theater, —
59.	Foreign Intrigue (Adv.), Sheldon Reynolds	KGO—Th, 10:00-10:30	2.2	Lux Video Theater, —
60.	Championship Bowling (Sports), Walt Schwimmer	KOVR—S, 8:00-9:00	1.0	Jackie Gleason, —
61.	Follow That Man (Mys.), MCA-TV	KOVR—T, 8:30-9:00	9.9	Bob Hope, —
62.	Stories of the Century (West.), Hollywood TV	KOVR—T, 7:00-7:30	9.6	Range Rider, —
63.	Strange Adventure (Drama), UPD	KPIX—Su, 11:15-11:30	9.6	City Assignment, —
64.	This Is Your Music (Music), Official Films	KPIX—Th, 7:00-7:30	0.3	Star and the Story, —

HOUSTON AREA ....3 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (*indicates Non-Network)

1. This Is Your Life, KPRC....57.3
2. My Little Margie, KPRC....55.8
3. George Gobel, KPRC....55.4
4. *Waterfront, KPRC....54.7
5. Dragnet, KPRC....52.8
6. Bob Hope, KPRC....51.5
7. Robert Montgomery Presents, KPRC....50.7
8. Your Hit Parade, KPRC....50.1
9. Fireside Theater, KPRC....46.7
10. Truth or Consequences, KPRC....46.2

Rank Among Films	Title, (Type) and Distributor	Station, Day, Time	Feb. ARB Rating	Top Opposition & Rating
1.	Waterfront (Adv.), MCA-TV	KPRC—W, 8:00-8:30	54.7	The Millionaire, 10.4
2.	City Detective (Mys.), MCA-TV	KPRC—W, 10:00-10:30	42.9	Crusade in the Pacific, 5.6
3.	Ramar of the Jungle (Adv.), TPA	KPRC—S, 5:30-6:00	37.7	Frontier Theater, 5.5
4.	Cisco Kid (West.), Ziv-TV	KPRC—Th, 7:30-8:00	35.4	Climax, 22.2
5.	Badge 714 (Mys.), NBC Film	KPRC—M, 9:30-10:00	33.6	Studio One, 14.8
6.	I Led Three Lives (Adv.), Ziv-TV	KPRC—T, 9:30-10:00	33.2	See It Now, 13.2
7.	Ellery Queen (Mys.), TPA	KPRC—Th, 9:00-8:30	31.9	Climax, 22.6
8.	Rachet Squad (Mys.), ABC Film	KPRC—Su, 10:00-10:30	30.5	News; Camera, 6.5
8.	Annie Oakley (West.), CBS Film	KPRC—S, 4:30-5:00	30.5	Wrestling, 6.1
10.	Range Rider (West.), CBS Film	KGUL—M to S, 6:00-6:30	28.3	Various, 12.9
11.	Mr. District Attorney (Mys.), Ziv-TV	KPRC—T, 10:00-10:30	27.5	Wrestling, 7.0
12.	Lone Wolf (Mys.), MCA-TV	KPRC—M, 10:00-10:30	24.8	Flamingo Theater, —
13.	Meet Corliss Archer (Comedy), Ziv-TV	KPRC—Su, 9:00-9:30	23.7	Father Knows Best, —
14.	Favorite Story (Drama), Ziv-TV	KPRC—Th, 10:00-10:30	23.4	Late Show, —
15.	Superman (Adv.), Flamingo Films	KPRC—F, 5:30-6:00	23.0	Frontier Theater, —
16.	†Kit Carson (West.), Coca-Cola	KPRC—S, 9:30-10:00 a.m.	21.4	Winky Dink and You, —
17.	Wild Bill Hickok (West.), Flamingo Films	KPRC—M, 5:30-6:00	21.9	Adventure, —
18.	Gene Autry (West.), CBS Film	KTRK—Su, 5:30-6:00	15.9	Bible Dramas, —
19.	Dangerous Assignment (Adv.), NBC Film	KGUL—S, 10:00-10:30	15.1	Cavalcade of America, —
29.	Secret File, U.S.A. (Adv.), Official Films	KTRK—W, 8:30-9:00	14.5	Darts for Dough, —
21.	Liberace (Music), Guild Films	KPRC—Su, 4:30-5:00	13.8	Super Circus, —
22.	Where Were You? (Docum.), MCA-TV	KPRC—Su, 3:00-3:30	11.7	International Police, —
23.	Royal Playhouse (Drama), MCA-TV	KPRC—S, 1:00-1:30	21.4	Saturday Matinee, —
24.	Beulah (Comedy), Flamingo Films	KTRK—Th, 7:00-7:30	9.9	You Bet Your Life, —
25.	Range Rider (West.), CBS Film	KGUL—Su, 1:00-1:30	9.0	Million Dollar Movie, —
26.	Abbott and Costello (Comedy), MCA-TV	KTRK—Th, 8:00-8:30	8.3	Ellery Queen, —
26.	Your Star Showcase (Drama), TPA	KGUL—Su, 3:30-4:00	8.3	Zoo Parade, —
28.	International Police (Mys.), NTA	KGUL—Su, 3:00-3:30	8.8	Where Were You? —
29.	Championship Bowling (Sports), Walter Schwimmer	KTRK—S, 10:00-11:00	7.7	Various, —
30.	Passport to Danger (Adv.), ABC Film	KTRK—F, 8:30-9:00	6.3	Dear Phoebe, —
31.	Gay Lombardo (Music), MCA-TV	KTRK—T, 7:30-8:00	5.9	Bob Hope, —
32.	Drew Pearson (News), U M & M	KTRK—Su, 8:15-8:30	5.6	Television Playhouse, —
32.	Crusade in the Pacific (Docum.), 20th-Fox	KGUL—W, 10:00-10:30	5.6	City Detective, —
34.	Bobo the Hobo (Child.), NTA	KGUL—S, 9:00-9:15 a.m.	5.1	Happy Felton, —
35.	Mayor of the Town (Comedy), MCA-TV	KTRK—F, 8:00-8:30	4.9	It's a Great Life, —
36.	Movie Museum (Comedy), Sterling TV	KPRC—M, 10:45-11:00	4.6	Late Show, —
37.	Top Secret (Docum.), Flamingo Films	KOUL—S, 11:00-11:15	4.4	Wrestling, —
38.	Television Court (Music), U M & M	KTRK—T, 6:30-7:00	2.1	Dinah Shore; News, —
39.	Town and Country (Music), Official Films	KTRK—M to F, 12:00-12:30	0.9	Various, —

MINNEAPOLIS-ST. PAUL ....4 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (*indicates Non-Network)

1. Jackie Gleason, WCCO....59.3
2. Our Miss Brooks, WCCO....54.8
3. Toast of the Town, WCCO....48.5
4. George Gobel, KSTP....48.4
5. Godfrey's Talent Scouts, WCCO....46.2
6. Two for the Money, WCCO....45.9
7. Disneyland, WMIN....45.7
7. Person to Person, WCCO....45.7
9. December Bride, WCCO....43.9
10. You Bet Your Life, KSTP....41.1

Rank Among Films	Title, (Type) and Distributor	Station, Day, Time	Feb. ARB Rating	Top Opposition & Rating
1.	Wild Bill Hickok (West.), Flamingo Films	WCCO—S, 5:30-6:00	30.9	Captain 11, 3.2
2.	Badge 714 (Mys.), NBC Film	KSTP—M, 9:30-10:00	28.6	Studio One, 22.1
3.	I Led Three Lives (Adv.), Ziv-TV	KSTP—T, 9:30-10:00	24.6	See It Now, 15.9
4.	Cisco Kid (West.), Ziv-TV	WCCO—S, 4:30-5:00	24.5	Trail Blazers, 4.5
5.	Life of Riley (Comedy), NBC Film	KSTP—Su, 6:00-6:30	23.2	You Asked for It, 19.1
6.	Hopalong Cassidy (West.), NBC Film	WCCO—S, 6:00-6:30	21.1	Championship Bowling, 12.3
7.	Annie Oakley (West.), CBS Film	WTCN—Su, 5:00-5:30	19.9	People Are Funny, 12.0
8.	Racket Squad (Mys.), ABC Film	KSTP—M, 10:30-11:00	17.4	Various, 4.8
9.	Mr. District Attorney (Mys.), Ziv-TV	KSTP—F, 7:30-8:00	17.1	Topper, 31.8
19.	Victory at Sea (Docum.), NBC Film	KSTP—Su, 5:30-6:00	17.0	Hans Christian Andersen, 12.1
11.	Lone Wolf (Mys.), MCA-TV	WCCO—S, 10:15-10:45	16.1	Various, —
12.	Sherlock Holmes (Drama), U M & M	KSTP—Su, 9:30-10:00	15.2	Masterpiece Theater, —
13.	Cisco Kid (West.), Ziv-TV	WCCO—Su, 12:15-12:45	15.1	Hollywood Theater, —
14.	Superman (Adv.), Flamingo Films	WMIN—W, 5:30-6:00	14.3	Axel and His Dog, —
15.	Hans Christian Andersen (Child.), Interstate TV	WMIN—Su, 5:30-6:00	12.1	Victory at Sea, —
15.	Ellery Queen (Mys.), TPA	WCCO—S, 9:30-10:00	12.1	Your Hit Parade, —
17.	Waterfront (Adv.), MCA-TV	KEYO—M, 7:00-7:30	11.4	Burns and Allen, —
18.	Favorite Story (Drama), Ziv-TV	WCCO—Su, 9:00-9:30	11.3	Loretta Young, —
19.	Championship Bowling (Sports), Walt Schwimmer	WMIN—S, 6:00-6:30	11.1	Hopalong Cassidy, —
20.	Hopalong Cassidy (West.), NBC Film	WCCO—Su, 11:00-11:30	19.7	Western, —
21.	Dangerous Assignment (Adv.), NBC Film	WTCN—M, 10:00-10:30	9.5	Various, —
22.	Meet Corliss Archer (Comedy), Ziv-TV	WCCO—Th, 9:30-10:00	8.9	Lux Video Theater, —
23.	City Detective (Mys.), MCA-TV	WCCO—T, 10:15-10:45	8.8	Various, —
24.	Life With Elizabeth (Comedy), Guild Films	WMIN—F, 9:00-9:30	7.5	Cavalcade of Sports, —
25.	Passport to Danger (Adv.), ABC Film	KEYD—T, 7:30-8:00	6.8	Bop Hope, —
25.	Secret File, U.S.A. (Docum.), Official Films	WTCN—T, 10:00-10:30	6.8	Various, —
27.	Front Page Detective (Mys.), Consolidated TV	WMIN—Su, 6:30-7:00	6.4	Jack Benny, —
27.	Ringside With Rasslers (Sports), Sportatorium	WMIN—M, 9:00-9:30	6.4	Robt. Montgomery Presents, —
29.	Inner Sanctum (Mys.), NBC Film	WTCN—F, 10:00-10:30	6.3	Various, —
30.	Mr. and Mrs. North (Mys.), ATPS	KEYD—Su, 8:00-8:30	5.7	Television Playhouse, —

(Continued on page 11)

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928

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Ziv Expands Sales Staff to Over 80

NEW YORK, March 19.—In the past several weeks Ziv-TV has added 11 men to its sales staff, which brings its total force to more than 80. The last official mention Ziv made of its total force was the end of last year, when it claimed to have 76 men. There is no indication of the number of drop-outs there might have been in the interim. However, it is clear that Ziv is in a determined expansion drive in its sales organization to cover its stepped-up production schedule this year.

At the same time, Ziv has made a few new assignments in sales. The Ziv sales pyramid under veepee Bud Rifkin has three division sales managers, with one or more spot managers under them.

In the Western Division, under Walter Kingsley, a new spot sales manager was named, Jack Gregory. The Western Division got three new men: William Andrews, formerly of KPTV, Portland, Ore.; Spence Fennell, formerly of Medallion Productions, and John Forsythe, formerly of Rocket Productions. The West also got Art Breiter into Los Angeles from Ziv's Cincinnati office, and assigned Jack Puter to Denver.

In Ziv's Eastern Division, under Al Gousten, Leon Ray was named the second spot sales manager. Jack Gainey already has that title here. The East got three new men: Bill Dubois, formerly of Atlas Television; Herb Pierson, formerly of WOIC, Columbia, S. C.; and Dan Bryan, formerly of WCCS, Columbia, S. C.

The Midwest, under Ed Broman, received five new men: Roy McGuire, former sales manager of WDSU-TV, New Orleans, who will succeed Breiter in Cincinnati; John Hawley, formerly of KCEB-TV, Tulsa, Okla.; Paul Miles, formerly of Brown & Bigelow; Jim Delaney, formerly of the New York Herald Tribune, and Lynn Knox.

Reagan Joins Coast MCA-TV As Flack Mgr.

HOLLYWOOD, March 19.—MCA-TV today announced the appointment of Robert G. Reagan, formerly assistant manager of the publicity department at TV Station KTLA, as Western division publicity manager. Also added to the film syndication staff were five salesmen: Cy Ostrup (Los Angeles), Ernest Montgomery (Detroit), Frank Willis (Midwest), Al Lauber (Philadelphia) and Keith Godfrey (Houston).

Fairbanks Signed For Greyhound Pic

HOLLYWOOD, March 19.—Greyhound Corporation of Chicago has signed Jerry Fairbanks Productions to produce a 40-minute color travel film of the U. S. It will be second feature Fairbanks has made for Greyhound. Previous one, titled "America for Me," is now being released to TV after having been shown in theaters as a short.

General Tele Uses KFI Studios Again

NEW YORK, March 19.—Increasing shortage of Hollywood TV film studio space has resulted in General Teleradio's reactivating the former KFI-TV studios in Hollywood for its own use and rental to independent producers as a TV film sound stage.

The firm this week began shooting "Gangbusters" at the studio.

Gulf Reported Ready to Ax 'Life of Riley'

NEW YORK, March 19.—Reports are current that Gulf Oil is on the verge of canceling "Life of Riley," the long running vidfilm series starring William Bendix, at the end of this season. Young & Rubicam, the agency for the sponsor, is already said to be searching for a new property as a replacement. The show is on NBC-TV, Fridays 8:30-9 p.m.

The cancellation comes as a surprise to the trade. "Riley" has rated strongly since it first went on TV, and this season has seen no slackening in its popularity. Reasons for any such axing could not be learned, but the client may have tired of the property. "Riley" is sold locally thru the NBC Film division.

Like Old Man River, Pilots Keep Flowing

HOLLYWOOD, March 19.—Hollywood's never-ending spring of new TV film series, which recently caused Ziv-TV production chief Babe Unger to comment that the town has "more pilots than the air force," continued to flow unabated this week.

Announced by Ingo Preminger agency was packaging of "The Sunshine Girls," show set in era of silent pictures. "Dear Phoebe" producer Alex Gottlieb reportedly is readying "V for Vicky," another situation comedy, and producer Mort Briskin left yesterday (18) to film two pilots in Europe. One, featuring John Barrymore Jr., will be based on Upton Sinclair's "Lanny Budd" novels. The second, "Hotel Europa," will be an adventure series.

'Ruggles' Distrib Rights Acquired By Tom Corradine

HOLLYWOOD, March 19.—Tom J. Corradine Associates this week acquired distribution rights of "The Ruggles" TV series from producer Robert Raisbeck. Package of 91 kinescoped half hours had previously been distributed by National Telefilm Associates.

Move marks the entry of Corradine into the national sales field. Organization presently is the sales representative in the 11 Western States for such Eastern companies as Atlantic TV and Filmcraft.

Mel Gold Sets Up Music Jingle Dept.

NEW YORK, March 19.—Mel Gold Productions, producer of TV film commercials, has established a new division to specialize in turning out musical jingles for radio-TV commercials.

The firm has already signed the Honey Dreamers, the Rhythmettes, the By Words and other groups, as well as solo singers, among them Fran Barber, Jimmy Brown and Buddy Victor. Musical arrangers, composers, lyricists and others are also being signed, Gold said.

MPTV Sets Up Shop For Pic Production

HOLLYWOOD, March 19.—Lew Kerner, Motion Pictures for Television prexy, this week set up offices at California Studios in preparation for telefilm production. So far no series have been set for filming. Kerner recently sold his catalog of feature pix to Guild Films and took MPTV out of the distribution field in order to concentrate on production.

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● Continued from page 8

Rank Among Films	Title, (Type) and Distributor	Station, Day, Time	Feb. ARB Rating	Top Opposition & Rating
30.	Liberace (Music), Guild Films	WCCO—T, 7:00-7:30	5.7	Bob Hope, —
30.	Invitation Theater (Drama), Tee Vee	WCCO—Su, 12:45-1:00	5.7	Hollywood Theater, —
33.	Florian ZaBach (Music), Guild Films	WCCO—Sa, 6:00-6:30	5.4	Life of Riley, —
34.	Captured (Mys.), NBC Film	KEYD—W, 8:00-8:30	5.0	The Millionaire, —
34.	I Am the Law (Mys.), MCA-TV	WTCN—Th, 10:00-10:30	5.0	Various, —
36.	Beulah (Comedy), Flamingo Films	WMIN—Su, 3:15-3:45	4.0	Various, —
37.	Colonel March of Scotland Yards (Mys.), Official Films	WMIN—Th, 9:30-10:00	3.9	Lux Video Theater, —
38.	Hollywood Off-Beat (Mys.), MCA-TV	KEYD—F, 10:00-10:30	3.8	Various, —
39.	My Hero (Comedy), Official Films	WTCN—W, 10:00-10:30	3.6	Various, —
39.	Mayor of the Town (Comedy), MCA-TV	KEYD—Th, 7:30-8:00	3.6	Justice, —
41.	Big Fight (Sports), Big Fight, Inc.	WCCO—T, 11:00-11:30	2.7	Tonight, —
42.	Doug. Fairbanks Presents (Drama), Assoc. Artists	KTSP—Th, 10:30-11:00	2.5	Various, —
42.	Roller Derby (Sports), NTA	KEYD—S, 2:00-2:30	2.5	Big 10 Basketball, —
44.	Play of the Week (Drama), NTA	KEYD—S, 7:00-7:30	1.8	Jackie Gleason, —
44.	The Visitor (Drama), NBC Film	WCCO—Th, 11:00-11:30	1.8	Tonight, —
46.	Royal Playhouse (Drama), MCA-TV	KEYD—M, 6:30-7:00	1.4	Name's the Same, —
46.	The Falcon (Adv.), NBC Film	KEYD—Th, 7:00-7:30	1.4	You Bet Your Life, —
46.	Curtain Call (Drama), MCA-TV	KEYD—Th, 8:00-6:30	1.4	Dragnet, —
49.	Liberace (Music), Guild Films	WCCO—M to F, 8:45-9:00	1.2	Breakfast Club, —
50.	International Playhouse (Drama), NTA	WTCN—Th, 7:00-7:30	1.1	You Bet Your Life, —
50.	Public Prosecutor (Mys.), Consolidated TV	WMIN—Su, 12:00-12:30	1.1	Various, —
52.	Bobo the Hobo (Child.), NTA	KEYD—M to F, 5:30-5:45	0.7	Axel and His Dog, —
53.	James Mason (Drama), NTA	KEYD—M, W, F, 3:00-3:30	8.5	Brighter Day; Secret Storm, —

DAYTON, O. ....2 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (*indicates Non-Network)

1. I Love Lucy, WHIO 53.1
2. Jackie Gleason, WHIO 52.5
3. Two for the Money, WHIO 50.9
4. George Gobel, WLW-D 47.7
5. Godfrey's Talent Scouts, WHIO 46.6
6. Bob Hope, WLW-D 45.9
7. You Bet Your Life, WLW-D 44.9
8. I've Got a Secret, WHIO 43.7
9. Godfrey and Friends, WHIO 43.1
10. Toast of the Town, WHIO 42.3

Rank	Title, (Type) and Distributor	Station, Day, Time	Feb. ARB Rating	Top Opposition & Rating
2.	†Kit Carson (West.), Coca-Cola	WLW-D—Su, 6:00-6:30	33.9	Masquerade Party, 13.8
2.	Badge 714 (Mys.), NBC Film	WLW-D—Su, 7:00-7:30	32.2	Lassie, 18.3
3.	Wild Bill Hickok (West.), Flamingo Films	WLW-D—W, 6:00-6:30	27.4	Various, 3.8
4.	Range Rider (West.), CBS Film	WLW-D—T, 6:00-6:30	26.4	Various, 2.6
5.	Waterfront (Adv.), MCA-TV	WHIO—S, 7:00-7:30	26.8	Midwestern Hayride, 32.4
6.	Racket Squad (Mys.), ABC Film	WHIO—T, 7:00-7:30	22.8	Ray Bolger, 10.4
7.	Liberace (Music), Guild Films	WHIO—Th, 7:30-8:00	21.4	Dinah Shore, News, 20.9
8.	Superman (Adv.), Flamingo Films	WLW-D—M, 6:00-6:30	20.8	Hopalong Cassidy, 12.4
9.	Gene Autry (West.), CBS Film	WHIO—W, 7:00-7:30	19.3	Hollywood's Best, 15.7
10.	Mr. District Attorney (Mys.), Ziv-TV	WLW-D—W, 10:30-11:00	18.6	Best of Broadway, 18.8
10.	Ramar of the Jungle (Adv.), TPA	WLW-D—F, 6:00-6:30	18.6	Various, 5.5
12.	Eddie Cantor (Music), Ziv-TV	WLW-D—F, 9:30-10:00	17.8	Our Miss Brooks, —
13.	Meet Corliss Archer (Comedy), Ziv-TV	WHIO—Th, 7:00-7:30	15.6	Star and the Story, —
14.	I Led Three Lives (Adv.), Ziv-TV	WHIO—T, 9:00-9:30	15.4	Fireside Theater, —
15.	Secret File, U.S.A. (Docum.), Official Films	WHIO—F, 10:30-11:00	12.8	Sports, —
16.	Hopalong Cassidy (West.), NBC Film	WHIO—M, 6:00-6:30	12.4	Superman, —
16.	I Am the Law (Mys.), MCA-TV	WHIO—S, 10:30-11:00	12.4	Your Hit Parade, —
18.	Star and the Story (Drama), Official Films	WLW—D, Th, 7:00-7:30	12-1	Meet Corliss Archer, —
19.	Ellery Queen (Mys.), TPA	WHIO—F, 7:00-7:30	11.0	Hollywood Star Theater, —
20.	Biff Baker, U.S.A. (Adv.), MCA-TV	WHIO—Sa, 4:00-4:30	7.2	Juvenile Jury, —
21.	Yesterday's Newsreel (Docum.), Ziv-TV	WLW-D—T, 11:15-11:30	4.1	Various, —
22.	Follow That Man (Mys.), MCA-TV	WHIO—F, 11:30-12:00	3.2	Tonight, —
23.	Biff Baker, U.S.A. (Adv.), MCA-TV	WHIO—W, 12:00-12:15	2.9	Tonight, —
24.	Biff Baker, U.S.A. (Adv.), MCA-TV	WHIO—W, 11:30-12:00	1.9	Tonight, —
24.	Famous Playhouse (Drama), MCA-TV	WHIO—T, Th, 11:30-12:00	1.6	Tonight, —

FORT WAYNE ....2 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (*indicates Non-Network)

1. Life of Riley, WKJO 64.6
2. Circle Theater, WKJO 57.8
3. Fireside Theater, WKJO 56.1
4. My Little Margie, WKJO 55.2
5. I Married Joan, WKJG 54.2
6. Comedy Hour, WKJG 53.5
7. Academy Award Nominations, WKJO 52.8
8. Big Story, WKJG 52.6
9. Caesar's Hour, WKJO 52.4
10. Milton Berle, WKJG 52.3

Rank	Title, (Type) and Distributor	Station, Day, Time	Feb. ARB Rating	Top Opposition & Rating
1.	Life of Riley (Comedy), NBC Film	WKJO—F, 8:30-9:00	64.6	U. S. Steel Hour, 7.4
2.	Racket Squad (Mys.), ABC Film	WIN-T—W, 9:00-9:30	49.4	Charlie Chan Calling, 8.9
3.	Liberace (Music), Guild Films	WKJO—T, 7:00-7:30	47.8	Pantomime Quiz, 10.4
3.	Waterfront (Adv.), MCA-TV	WKJG—F, 9:30-10:00	47.8	Soldier Parade, 11.3
5.	Cisco Kid (West.), Ziv-TV	WIN-T—Su, 5:00-5:30	45.8	This Is the Life, 3.0
6.	†Kit Carson (West.), Coca-Cola	WKJG—T, 8:30-7:00	43.5	Hoosier Hoedown, 7.0
7.	Amos 'n' Andy (Comedy), CBS Film	WKJO—Su, 7:30-8:00	41.1	Private Secretary, 23.0
8.	Wild Bill Hickok (West.), Flamingo Films	WKJG—S, 8:00-6:30	40.2	Broadway Theater, 0.9
9.	Badge 714 (Mys.), NBC Film	WKJG—Sa, 10:30-11:00	37.8	Life With Elizabeth, 8.1
10.	Championship Bowling (Sports), Walt Schwimmer	WKJG—S, 4:45-6:00	36.1	Basketball, Broadway Theater, 6.0
11.	Eddie Cantor (Music), Ziv-TV	WKJO—W, 9:30-10:00	35.5	Boston Blackie, —
12.	Dangerous Assignment (Adv.), NBC Film	WKJG—M, 7:00-7:30	35.8	This Is Your Music, —
13.	Superman (Adv.), Flamingo Films	WKJG—Th, 6:30-7:00	34.8	Hoosier Hoedown, —
14.	I Am the Law (Mys.), MCA-TV	WKJG—F, 7:00-7:30	30.8	The Unexpected, —
15.	Art Linkletter (Comedy), CBS Film	WKJG—W, 6:45-7:00	27.0	Gene Autry, —
16.	Where Were You? (Docum.), MCA-TV	WKJG—W, 7:00-7:30	26.1	See It Now, —
17.	Mr. District Attorney (Mys.), CBS Film	WKJG—W, 10:30-11:00	24.8	TV Reader's Digest, —
17.	Gene Autry (West.), CBS Film	WIN-T—F, 6:30-7:00	24.8	Various, —
19.	I Led Three Lives (Adv.), Ziv-TV	WIN-T—M, 6:30-7:00	22.4	Various, —
20.	Gene Autry (West.), CBS Film	WIN-T—W, 6:30-7:00	20.7	Various, —
21.	Gene Autry (West.), CBS Film	WIN-T—S, 6:30-7:00	18.1	Abraham Lincoln, —
22.	Doug. Fairbanks Presents (Drama), Assoc. Artists	WKJG—T, 10:30-11:00	17.2	Wrestling, —
23.	Boston Blackie (Mys.), Ziv-TV	WIN-T 9:30-10:00	15.8	Eddie Cantor, —
24.	Secret File, U.S.A. (Docum.), Official Films	WKJG—M, 10:30-11:00	13.5	Studio One, —
25.	Meet Corliss Archer (Comedy), Ziv-TV	WIN-T—Su, 7:00-7:30	12.4	People Are Funny, —
25.	The Unexpected (Drama), Ziv-TV	WIN-T—F, 7:00-7:30	12.4	I Am the Law, —
27.	Fulton Lewis Jr. (News), MCA-TV	WKJG—Su, 2:30-2:45	7.8	Face the Nation, —
28.	Life With Elizabeth (Comedy), Guild Films	WIN-T—Su, 10:30-11:00	8.1	Badge 714, —

COLUMBUS, O. ....3 STATIONS..

TOP TEN LOCALLY RATED PROGRAMS (*indicates Non-Network)

1. Jackie Gleason, WBNS 61.4
2. George Gobel, WLW-C 56.3
3. Toast of the Town, WBNS 54.3
4. I Love Lucy, WBNS 52.6
5. Jack Benny, WBNS 48.9
6. Two for the Money, WBNS 49.0
7. I've Got a Secret, WBNS 47.9
8. Your Hit Parade, WLW-C 47.7
9. Godfrey's Talent Scouts, WBNS 45.9
10. Godfrey and His Friends, WBNS 44.5

Rank	Title, (Type) and Distributor	Station, Day, Time	Feb. ARB Rating	Top Opposition & Rating
2.	†Death Valley Days (West.), Pacific Borax	WBNS—Su, 9:30-10:00	35.9	Television Playhouse, 24.5
2.	Liberace (Music), Guild Films	WBNS—W, 7:00-7:30	31.9	It's a Great Life, 11.1
3.	Eddie Cantor (Music), Ziv-TV	WLW-C—F, 9:30-10:00	27.4	Secret File, U.S.A. 18.4
4.	Superman (Adv.), Flamingo Films	WBNS—W, 8:00-6:30	26.7	Early Home Theater, 2.8
5.	Amos 'n' Andy (Comedy), CBS Film	WTVN—M, 7:30-8:00	26.8	News; Perry Como, 19.3
6.	Hopalong Cassidy (West.), NBC Film	WTVN—F, 7:30-8:00	19.8	News; Perry Como, 18.6
7.	Waterfront (Adv.), MCA-TV	WBNS—F, 7:00-7:30	19.7	Ozzie and Harriet, 20.8
8.	Annie Oakley (West.), CBS Film	WTVN—Su, 8:30-7:00	19.4	Roy Rogers, 28.9
9.	Wild Bill Hickok (West.), Flamingo Films	WBNS—T, 6:00-6:30	19.8	Dick Tracy, 7.1
10.	Mr. District Attorney (Mys.), Ziv-TV	WLW-C—W, 10:30-11:00	18.7	Best of Broadway, 28.0
11.	I Led Three Lives (Adv.), Ziv-TV	WBNS—T, 9:30-10:00	18.4	Circle Theater, —
11.	Secret File, U.S.A. (Docum.), Official Films	WBNS—F, 9:30-10:00	18.4	Eddie Cantor, —
13.	Badge 714 (Mys.), NBC Film	WLW-C—Su, 7:00-7:30	17.5	Lassie, —
14.	Star and the Story (Drama), Official Films	WBNS—Th, 7:00-7:30	16.9	Ray Bolger, —
15.	Cisco Kid (West.), Ziv-TV	WLW-C—F, 6:00-6:30	15.1	Laurel and Hardy, —
16.	Favorite Story (Drama), Ziv-TV	WBNS—Su, 10:00-10:30	14.2	Loretta Young, —
17.	Racket Squad (Mys.), ABC Film	WLW-C—10:30-11:00	14.0	See It Now, —
18.	Florian ZaBach (Music), Guild Films	WBNS—M, 7:00-7:30	12.9	Big Town, —
19.	Ramar of the Jungle (Adv.), TPA	WLW-C—M, 6:00-6:30	11.4	Pet Parade; Laughland, —
20.	Beulah (Comedy), Flamingo Films	WTVN—Th, 8:00-6:30	9.4	You Bet Your Life, —
21.	Ellery Queen (Mys.), TPA	WTVN—F, 8:30-9:00	9.2	Topper, —
22.	Ramar of the Jungle (Adv.), TPA	WLW-C—S, 8:30-9:00	8.4	None, —
23.	Stories of the Century (West.), Hollywood TV	WBNS—Th, 6:00-6:30	7.8	Rin Tin Tin, —
24.	Dick Tracy (Adv.), Combined TV	WLW-C—T, 6:00-6:30	7.1	Wild Bill Hickok, —
25.	Meet Corliss Archer (Comedy), Ziv-TV	WBNS—Sa, 6:30-7:00	6.8	Roy Rogers, —
26.	Lone Wolf (Mys.), MCA-TV	WTVN—Th, 10:30-11:00	5.5	Lux Video Theater, —
27.	Duffy's Tavern (Comedy), U M & M	WBNS—F, 11:30-12:00	4.8	Tonight, —
28.	Famous Playhouse (Drama), MCA-TV	WBNS—F, 11:45-12:15	3.6	Tonight, —
29.	Riders of Purple Sage (West.), RCA Recorded Pgm.	WTVN—Su, 11:30-12:00	2.8	Theater for Youth, —
29.	Ringside With Rasslers (Sports), Sportatorium	WTVN—S, 8:00-9:00	2.8	Jackie Gleason, —
31.	Flash Gordon (Adv.), U M & M	WLW-C—W, 6:00-6:30	2.5	Superman, —
31.	Inner Sanctum (Mys.), NBC Film	WTVN—W, 10:00-10:30	2.5	This Is Your Life, —
33.	Into the Night (Drama), Sterling TV	WLW-C—Su, 12:45-1:15	2.0	None, —
34.	Famous Playhouse (Drama), MCA-TV	WBNS—M to F, 9:30-10:00 a.m.	1.7	Walter Phillips, —
35.	Riders of Purple Sage (West.), RCA Recorded Pgm.	WTVN—M to Th, 12:30-1:00	1.3	Ruth Lyon's 50 Club, —
36.	International Police (Mys.), NTA	WTVN—W, 10:30-11:00	1.2	Best of Broadway, —

PORTLAND, ORE. ....2 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (*indicates Non-Network)

1. What's My Line? KOIN 59.2
2. Blue Ribbon Bouts, KOIN 55.4
2. You Bet Your Life, KPTV 55.4
4. Disneyland, KOIN 54.7
5. I Love Lucy, KOIN 54.3
6. Lassie, KOIN 50.2
7. Toast of the Town, KOIN 50.1
8. I Married Joan, KPTV 50.0
9. Jackie Gleason, KOIN 47.4
10. I've Got a Secret, KOIN 46.9

Rank	Title, (Type) and Distributor	Station, Day, Time	Feb. ARB Rating	Top Opposition & Rating
2.	Range Rider (West.), CBS Film	KOIN—T, 7:00-7:30	45.9	Liberace, 19.5
2.	Waterfront (Adv.), MCA-TV	KPTV—Th, 8:30-9:00	42.6	Climax, 29.3
3.	I Led Three Lives (Adv.), Ziv-TV	KOIN—T, 9:00-9:30	37.8	Fireside Theater, 27.0
4.	Curtain Call (Drama), MCA-TV	KOIN—M, 8:30-9:00	37.2	Caesar's Hour, 20.8
5.	Badge 714 (Mys.), NBC Film	KPTV—M, 7:00-7:30	34.6	Studio One, 27.8
6.	Ramar of the Jungle (Adv.), TPA	KPTV—Sa, 8:00-6:30	34.2	Your Are There, 14.8
7.	Meet Corliss Archer (Comedy), Ziv-TV	KOIN—T, 8:00-8:30	33.7	Milton Berle, 21.0
8.	Wild Bill Hickok (West.), Flamingo Films	KPTV—S, 5:30-6:00	33.5	Stop the Music, 14.4
9.	City Detective (Mys.), MCA-TV	KPTV—Th, 7:00-7:30	33.4	Search for Adventure, 22.8
10.	Annie Oakley (West.), CBS Film	KOIN—Su, 4:30-5:00	30.0	It's a Great Life, 7.6
18.	Superman (Adv.), Flamingo Films	KPTV—T, 6:30-7:00	30.8	Various, 16.7
12.	Hopalong Cassidy (West.), NBC Film	KPTV—Th, 6:30-7:00	27.0	Various, —
13.	Stories of the Century (West.), Hollywood TV Service	KOIN—W, 10:00-10:30	26.7	This Is Your Life, —
16.	Art Linkletter (Comedy), CBS Film	KOIN—W, 6:15-6:30	25.9	See Hear, Newspaper of Air, —
15.	†Death Valley Days (West.), Pacific Borax	KPTV—W, 10:30-11:00	24.8	Show Time on 6, —
16.	Lone Wolf (Mys.), MCA-TV	KPTV—F, 8:30-9:00	20.0	Topper, —
17.	Texas Rasslin' (Sports), Sportatorium	KPTV—S, 11:00-12:00	19.8	Show Time on 6, —
18.	Liberace (Music), Guild Films	KPTV—T, 7:00-7:30	19.5	Range Rider, —
19.	Life of Riley (Comedy), NBC Film	KPTV—Su, 7:00-7:30	17.6	Private Secretary, —
20.	Frankie Laine (Music), Guild Films	KPTV—S, 10:00-10:30	15.9	Pepsi-Cola Playhouse, —
21.	The Whistler (Mys.), CBS Film	KPTV—S, 8:30-9:00	14.3	Jackie Gleason, —
22.	Janet Dean, R.N. (Drama), U M & M	KPTV—T, 10:30-11:00	13.3	Make Room for Daddy, —
23.	Where Were You? (Docum.), MCA-TV	KPTV—Su, 8:30-6:45	11.5	Lassie, —
24.	Victory at Sea (Docum.), NBC Film	KPTV—Su, 3:00-3:30	11.1	Omnibus, —
25.	Racket Squad (Mys.), ABC Film	KPTV—M, 10:30-11:00	18.7	U. S. Steel Hour, —
26.	Drew Pearson (News), U M & M	KPTV—Su, 1:00-1:15	6.3	America Week, —
27.	This Is Your Music (Music), Official Films	KOIN—Su, 4:00-4:15	4.6	People Are Funny, —

CINCINNATI ....3 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (*indicates Non-Network)

1. George Gobel, WLW-T 61.3
2. Jackie Gleason, WKRC 58.2
3. You Bet Your Life, WLW-T 54.1
4. Your Hit Parade, WLW-T 49.0
5. Disneyland, WCPO 47.1
6. Two for the Money, WKRC 46.6
7. Dragnet, WLW-T 42.7
8. Bob Hope, WLW-T 42.3
9. Ford Theater, WLW-T 41.0
10. This Is Your Life, WLW-T 39.7

Rank	Title, (Type) and Distributor	Station, Day, Time	Feb. ARB Rating	Top Opposition & Rating
2.	I Led Three Lives (Adv.), Ziv-TV	WLW-T—Th, 8:30-9:00	33.1	Climax, 24.5
2.	Cisco Kid (West.), Ziv-TV	WCPO—Su, 6:00-6:30	31.8	Omnibus, 13.0
3.	Passport to Danger (Adv.), ABC Film	WLW-T—T, 10:00-10:30	25.6	U. S. Steel Hour, 16.1
4.	Mr. District Attorney (Mys.), Ziv-TV	WLW-T—T, 10:30-11:00	25.4	Stop the Music, 12.1
5.	Superman (Adv.), Flamingo Films	WLW-T—M, 6:00-6:30	20.9	Early Home Theater, 9.5
5.	Annie Oakley (West.), CBS Film	WLW-T—T, 6:00-6:30	20.9	Early Home Theater, 9.5
7.	The Whistler (Mys.), CBS Film	WKRC—W, 9:00-9:30	20.3	Kraft TV Theater, 29.9
7.	Eddie Cantor (Music), Ziv-TV	WLW-T—F, 9:30-10:00	20.3	Our Miss Brooks, 32.8
9.	Wild Bill Hickok (West.), Flamingo Films	WLW-T—W, 6:00-6:30	18.2	Hopalong Cassidy, 10.1
10.	Ramar of the Jungle (Adv.), TPA	WLW-T—F, 6:00-6:30	18.1	Various, 6.9
12.	Favorite Story (Drama), Ziv-TV	WCPO—T, 7:30-8:00	16.5	Various, —
12.	Hopalong Cassidy (West.), NBC Film	WKRC—Su, 2:00-2:30	15.5	Various, —
13.	Range Rider (West.), CBS Film	WLW-T—S, 6:00-6:30	15.1	Star Showcase, —
14.	Waterfront (Mys.), MCA-TV	WCPO—Su, 4:30-5:00	14.6	Zoo Parade, —
15.	Badge 714 (Mys.), NBC Film	WLW-T—Su, 7:00-7:30	14.2	You Asked for It, —
16.	Meet Corliss Archer (Comedy), Ziv-TV	WLW-T—W, 10:30-11:00	13.9	Best of Broadway, —
17.	Dick Tracy (Adv.), Combined TV	WLW-T—Th, 8:00-6:30	13.7	Pantomime Hit Parade, —
18.	Ramar of the Jungle (Adv.), TPA	WLW-T—S, 9:00-9:30	12.2	Cartoons, —
19.	Star and the Story (Drama), Official Films	WKRC—T, 8:00-6:30	11.0	Bob Hope, —
20.	Conrad Nagel Theater (Drama), Guild Films	WCPO—W, 9:30-10:00	10.7	Kraft TV Theater, —
21.	Hopalong Cassidy (West.), NBC Film	WKRC—W, 8:00-6:30	10.1	Wild Bill Hickok, —
22.	Dick Tracy (Adv.), Combined TV	WLW-T—S, 8:30-9:00	9.5	F.O.F. Quiz, —
23.	Madison Square Garden (Sports) Winik Films	WKRC—W, 6:30-7:00	8.1	Norby, —
23.	Liberace (Music), Guild Films	WCPO—Th, 8:00-8:30	8.1	You Bet Your Life, —
23.	Half Hour Theater (Drama), Sterling TV	WLW-T—S, 5:00-5:30	8.1	Six Oun Theater, —
36.	Star Showcase (Drama), TPA	WCPO—S, 6:00-6:30	2.7	Range Rider, —
27.	James Mason (Drama), NTA	WCPO—Su, 11:00-11:15	0.3	Theater for Youth, —

OMAHA ....2 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (*indicates Non-Network)

1. I Love Lucy, KMTV 62.1
2. Jackie Gleason, KMTV 55.8
3. Person to Person, KMTV 52.1
4. Disneyland, KMTV 51.7
5. Your Hit Parade, WOW 50.3
6. Godfrey's Talent Scouts, KMTV 48.7
6. I've Got a Secret, KMTV 48.7
8. Our Miss Brooks, KMTV 48.4
9. Toast of the Town, KMTV 46.3
10. Godfrey and His Friends, KMTV 45.4

Rank	Title, (Type) and Distributor	Station, Day, Time	Feb. ARB Rating	Top Opposition & Rating
2.	Superman (Adv.), Flamingo Films	KMTV—F, 7:00-7:30	41.7	Jack Carson, 16.0
2.	Mr. District Attorney (Mys.), Ziv-TV	WOW—W, 9:30-10:00	39.0	Various, 14.0
3.	I Led Three Lives (Adv.), Ziv-TV	WOW—T, 9:30-10:00	36.6	See It Now, 18.4
4.	Cisco Kid (West.), Ziv-TV	WOW—Th, 7:30-8:00	35.3	Climax, 33.5
5.	Liberace (Music), Guild Films	KMTV—T, 7:30-8:00	28.4	Milton Berle, 32.9
6.	Badge 714 (Mys.), NBC Film	KMTV—T, 8:00-8:30	27.9	Fireside Theater, 36.6
7.	Wild Bill Hickok (West.), Flamingo Films	WOW—S, 6:00-6:30	26.6	News, Jo Stafford, 5.0
8.	City Detective (Mys.), MCA-TV	WOW—M, 9:30-10:00	26.1	Studio One, 35.3
9.	Racket Squad (Mys.), ABC Film	WOW—F, 7:30-8:00	24.7	Topper, 40.0
18.	Hopalong Cassidy (West.), NBC Film	WOW—S, 5:30-8:00	20.3	Space Patrol, 12.4
11.	Stories of the Century (West.), Hollywood TV	WOW—W, 10:30-11:00	20.0	Various, —
12.	Inspector Mark Saber (Mys.), Thompson-Koch	WOW—T, 11:00-11:30	11.6	Paul Killiam, —
13.	Heart of the City (Drama), MCA-TV	KMTV—F, 11:00-11:30	11.1	Star Classics, —
14.	Texas Rasslin' (Sports), Sportatorium	KMTV—W, 10:45-11:45	9.6	Academy Theater, —

SCRANTON-WILKES BARRE, PA. ....4 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (*indicates Non-Network)

1. Jackie Gleason, WGBI 60.3
2. Your Hit Parade, WBRE 50.2
3. Toast of the Town, WGBI 48.5
4. George Gobel, WBRE 48.3
5. I've Got a Secret, WGBI 44.8
6. Life of Riley, WBRE 44.5
7. GE Theater, WGBI 44.2
8. Bob Hope, WBRE 43.9
9. Ford Theater, WBRE 41.9
10. I Love Lucy, WGBI 40.5

Rank	Title, (Type) and Distributor	Station, Day, Time	Feb. ARB Rating	Top Opposition & Rating
1.	Annie Oakley (West.), CBS Film	WILK—Su, 6:00-6:30	32.3	Meet Corliss Archer, 12.8
2.	Eddie Cantor (Music), Ziv-TV	WBRE—Th, 8:30-9:00	27.9	Climax, 24.8
3.	Mr. District Attorney (Mys.), Ziv-TV	WBRE—F, 7:00-7:30	27.1	I Married Joan, 6.4
4.	Range Rider (West.), CBS Film	WILK—Su, 5:30-6:00	23.4	Cartoon Carnival, 13.6
5.	Boston Blackie (Mys.), Ziv-TV	WBRE—T, 7:00-7:30	22.3	Early Show, 11.7
6.	Secret File, U.S.A. (Docum.), Official Films	WGBI—S, 9:30-10:00	20.3	Texaco Star Theater, 31.4
7.	Championship Bowling (Sports), Walt Schwimmer	WGBI—S, 6:30-7:00	20.1	Theater 34, 10.8
8.	Superman (Adv.), Flamingo Films	WILK—T, 7:30-8:00	20.0	Dinah Shore; News, 24.0
9.	†Death Valley Days (West.), Pacific Borax	WBRE—S, 7:00-7:30	19.7	Championship Bowling, 18.8
10.	Championship Bowling (Sports), Walt Schwimmer	WGBI—S, 7:00-7:30	18.8	Death Valley Days, 19.7
21.	Ramar of the Jungle (Adv.), TPA	WARM—M, 6:00-6:30	17.0	W Bar E Ranch, —
12.	Passport to Danger (Adv.), ABC Film	WBRE—Th, 7:00-7:30	16.9	Early Show, —
13.	Cisco Kid (West.), Ziv-TV	WBRE—S, 12:00-12:30	15.2	Big Top, —
14.	I Led Three Lives (Adv.), Ziv-TV	WBRE—M, 10:30-11:00	14.5	Studio One, —
15.	Meet Corliss Archer (Comedy), Ziv-TV	WBRE—Sa, 6:00-6:30	12.8	Annie Oakley, —
16.	Hopalong Cassidy (West.), NBC Film	WILK—S, 7:00-7:30	11.1	Death Valley Days, —
27.	Wild Bill Hickok (West.), Flamingo Films	WILK—F, 7:30-8:00	11.8	Coke Time; News Caravan, —
18.	Racket Squad (Mys.), ABC Film	WILK—F, 10:30-11:00	10.4	Various, —
19.	Inspector Mark Saber (Mys.), Thompson Koch	WARM—T, 8:30-9:00	10.3	Bob Hope, —

(Continued on page 14)

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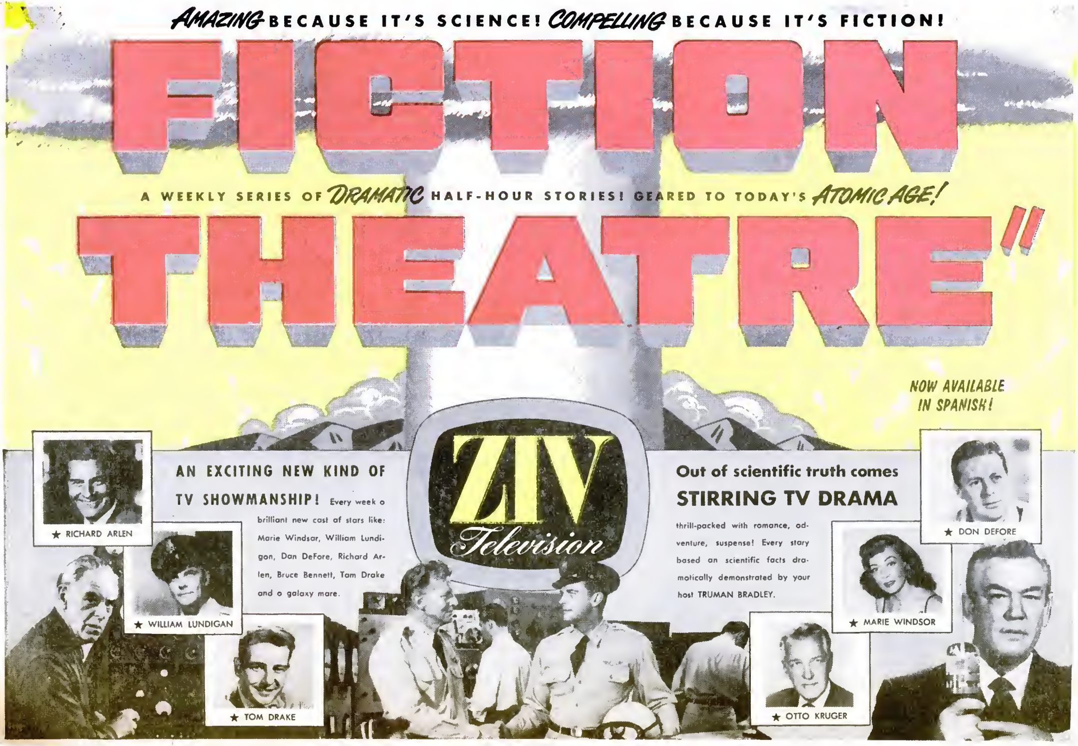
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• Continued from page 11

Rank Among Films	Title, (Type) and Distributor	Station, Day, Time	Feb. A&B Rating	Top Opposition & Rating	
20.	Waterfront (Adv.), MCA-TV	WARM—W, 7:30-8:00	9.3	Disneyland,	—
20.	Dangerous Assignment (Adv.), NBC Film	WILK—F, 10:00-10:30	9.3	Cavalcade of Sports,	—
22.	Lone Wolf (Mys.), MCA-TV	WARM—W, 8:30-9:00	9.0	My Little Margie,	—
23.	Tim McCoy (West.), U M & M	WGBI—W, 7:15-7:30	8.6	Norby,	—
23.	Favorite Story (Drama), Ziv-TV	WBRE—S, 8:00-8:30	8.6	Jackie Gleason,	—
25.	Crown Theater (Drama), CBS Film	WGBI—Th, 9:30-10:00	8.3	Ford Theater,	—
26.	Files of Jeffrey Jones (Mys.), CBS Film	WGBI—T, 10:30-11:00	8.1	Stop the Music,	—
27.	Captured (Mys.), NBC Film	WILK—Th, 10:00-10:30	7.9	Lux Video Theater,	—
28.	Victory at Sea (Docum.), NBC Film	WILK—Th, 10:30-11:00	7.8	Lux Video Theater,	—
29.	Inspector Mark Saber (Mys.), Thompson Koch	WARM—W, 8:00-8:30	6.8	Disneyland,	—
30.	Crusade in the Pacific (Docum.), 20th-Fox	WGBI—Su, 6:30-7:00	6.6	Roy Rogers,	—
31.	Inner Sanctum (Mys.), NBC Film	WILK—W, 10:30-11:00	6.2	Best of Broadway,	—
31.	Paragon Playhouse (Drama), NBC Film	WILK—Th, 9:30-10:00	6.2	Ford Theater,	—
33.	Counterpoint (Drama), MCA-TV	WARM—F, 9:30-10:00	5.9	Dear Phoebe,	—
34.	Waterfront (Adv.), MCA-TV	WNBF—S, 6:00-6:30	5.7	Theater 34,	—
34.	City Detective (Mys.), MCA-TV	WNBF—S, 10:00-10:30	5.7	George Gobel,	—
36.	Your All Star Theater (Drama), Screen Gems	WARM—T, 8:00-8:30	5.5	Bob Hope,	—
37.	Sherlock Holmes (Drama), U M & M	WARM—T, 10:00-10:30	5.2	Truth or Consequences,	—
38.	My Hero (Comedy), Official Films	WARM—Th, 7:30-8:00	5.8	Lone Ranger,	—
38.	The Visitor (Drama), NBC Film	WILK—W, 10:00-10:30	5.0	This Is Your Life,	—
40.	Sherlock Holmes (Drama), U M & M	WARM—T, 9:30-10:00	4.7	Circle Theater,	—
41.	Royal Playhouse (Drama), MCA-TV	WARM—Su, 10:30-11:00	4.5	What's My Line?	—
41.	Colonel March of Scotland Yard (Mys.), Official Films	WGBI—F, 9:30-10:00	4.5	Dear Phoebe,	—
43.	Superman (Adv.), Flamingo Films	WNBF—W, 5:30-6:00	4.3	Howdy Doody,	—
44.	Mr. District Attorney (Mys.), Ziv-TV	WNBF—T, 7:00-7:30	4.1	Boston Blackie,	—
44.	The Falcon (Mys.), NBC Film	WGBI—S, 10:30-11:00	4.1	Your Hit Parade,	—
46.	Royal Playhouse (Drama), MCA-TV	WARM—T, 10:30-11:00	3.8	Stop the Music,	—
46.	†Death Valley Days (West.), Pacific Borax	WNBF—Th, 7:00-7:30	3.8	Passport to Danger,	—
48.	City Detective (Mys.), MCA-TV	WILK—M, 11:15-11:45	3.6	News, Show Time 22,	—
49.	Eddie Cantor (Music), Ziv-TV	WNBF—W, 9:00-9:30	3.4	The Millionaire,	—
50.	Follow That Man (Adv.), MCA-TV	WILK—F, 11:15-11:45	3.1	Show Time 22,	—
51.	Royal Playhouse (Drama), MCA-TV	WARM—M, 8:00-8:30	2.8	Caesar's Hour,	—
51.	I Am the Law (Mys.), MCA-TV	WILK—W, 11-15-11:45	2.8	Show Time 22,	—
53.	Riders of Purple Sage (West.), RCA Recorded Pgm.	WARM—M to F, 6:45-7:00	2.6	Early Show,	—
54.	Favorite Story (Drama), Ziv-TV	WNBF—T, 10:30-11:00	2.3	Stop the Music,	—
55.	Riders of Purple Sage (West.), RCA Recorded Pgm.	WARM—Su, 6:00-6:30	2.1	Annie Oakley,	—
56.	City Detective (Mys.), MCA-TV	WILK—T, 1:30-2:00	1.7	Welcome Travelers,	—
57.	Greatest Drama (Docum.), General Teleradio	WGBI—Th, 7:45-8:00	1.4	Lone Ranger,	—
58.	Doug. Fairbanks Presents (Drama), Assoc. Artists	WWBF—Th, 11:15-11:45	1.0	Show Time 22,	—
58.	Famous Playhouse (Drama), MCA-TV	WILK—W, 1:30-2:00	1.0	Welcome Travelers,	—
58.	I Am the Law (Mys.), MCA-TV	WILK—Th, 1:30-2:00	1.0	Welcome Travelers,	—
61.	Famous Playhouse (Drama), MCA-TV	WILK—T, 11:15-11:45	0.9	Show Time 22,	—
62.	Rock Jones, Space Ranger (Adv.), MCA-TV	WNBF—M, 5:30-6:00	8.3	Howdy Doody,	—
63.	Facts Forum (Educ.), Facts Forum, Inc.	WARM—Su, 7:00-7:30	0.3-	Lassie,	—

TV FILM PURCHASES

By CHARLOTTE SUMMERS

WKY, Oklahoma City, purchased almost the complete catalog from NBC Film Division when it signed for 10 shows. The shows are "Inner Sanctum"; "His Honor, Homer Bell"; "Victory at Sea," "Captured," "Dangerous Assignment," "Paragon Playhouse," "The Falcon," "Hopalong Cassidy" in its one-hour version and "Hopalong Cassidy," Series A and B, in its half-hour version. KCCC, Sacramento, did half as well with its purchase of the following five NBC shows: "His Honor, Homer Bell"; "Paragon Playhouse," "Hopalong Cassidy," one-hour version, and "Hopalong Cassidy," Series A and B, in its half-hour version.

Jorden Motors will sponsor NBC's "Badge 714," Series B, over WSBT, South Bend, Ind. Other "Badge" sales include KRBC, Abilene, Tex.; WLOS, Asheville, N. C.; and WDAK, Columbus, Ga. **Liggett-Rexall** will pick up the tab for "Inner Sanctum" over WBZ, Boston, and **Rushmore Baking Company** will do the same for "Hopalong Cassidy," Series A, half hour. "Victory at Sea" was sold to KTVF, Fairbanks, Alaska; KBET, Sacramento, and WMCT, Memphis, and "Captured" was also sold to KBET, Sacramento. WOW, Omaha, and KIVA, Yuma, Ariz., have signed for "Dangerous Assignment."

The **Hook Drug Company** will sponsor "The Whistler" over WWTV, Bloomington, Ind., and it will be shown on a sustaining basis over WGLV, Easton, Pa., and WHP, Harrisburg, Pa. Another CBS film property, "Annie Oakley," has been picked up by the Baltimore market; KFJZ, Fort Worth; KTVH, Hutchinson, Kan., and WGBI, Scranton, Pa. "Amos 'n' Andy" has been sold to WTVH, Tampa, and "Cases of Eddie Drake" to WHP, Harrisburg, Pa. CBS' "News Film" will be used by KCMC, Texarkana, Tex., and WTVT, Tampa.

The **Necchi Dealers** will sponsor **Screen Gems'** "All Star Theater" over WNEM, Bay City, Mich., and KVAL, Eugene, Ore., has renewed its contract on "Theater" with **Screen Gems**. "Rin Tin Tin" was sold to KGMB, Honolulu; KWTX, Waco, Tex., and WEAR, Pensacola, Fla. WEAR also picked up "Big Playback," and KGEO, Fresno, Calif., has contracted for "Top Plays of '55."

Atlas TV sold "Captain Z-Ro" to WGR, Buffalo, and KSWM, Joplin, Mo.

Carter Products will sponsor "Mr. District Attorney," a Ziv-TV property, over WOAI, starting April 28 for 26 weeks.

New business at the **Sterling Television Company** this past week included the following sales: "Turn of a Card," to WNCT, Greenville, N. C., for the **Stevenson Brick Company**; "Armchair Adventure," to KBES, Medford, Ore., for the **Leonard Electric Company**; "Adventures in Sports" to WSUN, St. Petersburg, Fla., for **Tropical Beer**; "Movie Museum" to WMVT, Burlington, Vt., for **Molson's Brewery**; Paul Killiam show, to WIRL, Plattsburg, N. Y., for **A. Mason & Son**, lumber yards; "Vienna Philharmonic," to WNJO, West Palm Beach, Fla., for **Cause Air Conditioning**.

REVOLVING DOOR

F. D. Sharkey, for the past nine years a cameraman at Coronet Instructional Films, has joined the staff of Telecine Film Studios, Inc., Park Ridge, Illinois. He will be in charge of technical qualities.

Guy Cunningham, former advertising director of Motion Pictures for Television, has joined Nation's Business, a publication, as director of sales promotion. . . . **Ed Lindner** has left Ram Productions to join the staff of the Industrial and Medical Film Guild, Ltd., as writer-director. . . . **Lewis P. Johnson**, formerly TV account exec with the Katz Agency, has been appointed sales executive of the Storer Broadcasting Company's Chicago office.

Sam Liggett will head up the new Hollywood office of Times Television, which has two TV film series available. . . . **Ventura Productions** has formed a new unit devoted to the making of series of colored animated cartoons, with original music and lyrics, for TV syndication. Associated in the enterprise are **Philip Mathias**, legit and TV producer-director; **Leo Trachtenberg**, producer of educational and documentary films; **Tom Darling**, art director and animator; **Alice Hammerstein**, lyricist, and **Al Simon**, composer.

Ken Fay, former salesman for Telefilm Enterprises and Television Programs of America, has joined the Playbill, theatrical program publication, as a space salesman. . . . **Mal Thompson**, former production supervisor at Transfilm, has joined BBD&O, New York, as a TV producer.

PRODUCTION NOTES

By BOB SPIELMAN

McCadden Productions will probably double the number of series it films next year from three to six, according to Production Supervisor **Al Simon**. Simon believes that TV has opened up a whole new field for inventors and manufacturers, comparing its present stage to that of the automobile in the early 1900's.

CBS-TV Vice-President **Harry Ackerman** reveals that the nets are shying away from psychiatric shows because it's been found that many persons who see them and have an illness, or imagine they have an illness similar to the one depicted, try the treatment on themselves.

"He (**Hall Roach Jr.**) bad better be a success," declares Hal Roach Sr. jocularly "because the deal (purchase of the studio) was swung on credit and if he doesn't make a go of it I'll be without a nickel."

"How Now Brown" pilot, created by **Don Quinn** and packaged by **Ashley-Steiner**, rolls next Thursday. **Keenan Wynn** stars and **Bill Manhoff** produces.

Two-way tug of war is going on over "U. S. Steel Hour." Not only does CBS want to take the show away from ABC, but many personnel connected with the program want to transfer it to the West Coast from New York.

KTLA's "Bandstand Revue," put up for national sale last week, now has been purchased for screening in 12 major markets. Producer **Klaus Landsberg** has three video transcriptions in the can and another three in the editing stage.

John Rawlins and **Marshall Grant**, producers of "Mayor of the Town," report that the syndicated series, on the air only three months, is already showing a slight profit despite the fact that it has yet to be sold in two major markets, New York and Boston, and won't go on the air in a third, **Los Angeles**, until fall. Rawlins-Grant will process films for **Ken Hertz's** "Adventure Is My Business," being shot in color in Peru, with first cans expected to arrive in six to eight weeks.

Producer **Tony London** thinks that good reviews have a cumulative effect and that if there are enough of them a person is afraid to say a show is bad, even tho he personally may think it lousy.

George Burns and **Gracie Allen** this week filmed their 100th program, were presented a canister of film by **Harry Ackerman** in commemoration of the event.

Actress **Sara Harte** on strength of "Cavalcade of America" film aired this week has been set for the lead in an upcoming color TV show from New York.

Hal Roach Jr. has bought a 115-foot yacht, the Stella Polaris," and will fly to Panama to pick the ship up and sail it back to Los Angeles.

First "Waterfront" pic to be shot entirely on location will be filmed by **Ben Fox** at San Pedro next week.

Hardest Working of Southern California have chosen **Dale Evans** to receive their first annual achievement award.

Consoliated Film Industries last week put into operation closed-circuit television projection facilities for a first among film processing labs.

Para Enters Video Film Field

• Continued from page 4

TV for distribution of its telefilm product in a deal that would most likely be patterned after that which MCA now has with Gross-Krasne, Inc. (Billboard, December 11).

Balaban has been in Hollywood during the past week in conference with Y. Frank Freeman, studio head. Picture studio's move into TV has been anticipated for several months (Billboard, January 29), ever since Paramount filmed a TV series (shifted to theaters instead, however) in Europe and drastically altered its plans in relation to conversion and renovation of the Warner Bros.' studio for TV.

Other major studios which are or will be engaged in telefilm production are Columbia, Republic, 20th Century-Fox and Warner Bros.

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CBS Fall Plans

• Continued from page 4

Charles M. Warren and written by John Meston, the documentary-type Western features Jim Arness, Dennis Weaver, Milburn Stone and Amanda Blake.

April 7 has been set as the target date for "Miss Pepperdine," comedy starring Marie Wilson to be produced by Jules Bricken and Everett Freeman.

Anthology series titled "Point of Crisis" will deal with everyday problems people bring to a mental health counselor and will emphasize pre-psychiatric treatment rather than mental illness. Bill Rousseau and two others are developing the show which may be done either live or on film.

Two Crosby Films

Two one-hour Bing Crosby shows are being filmed for use in strategic spots during the fall. Among top live programs are a variety revue, featuring young performers, to be tried out on the screens this summer. A Johnny Carson intimate revue, pilot of which has already been kinescoped, and a Bob Crosby nighttime half hour.

A pair of filmed situation comedies, also on the list but not, at the moment, as hot as the other programs, are "The Girl From Staten Island" and "The Many Loves of Dobie Gillis," the latter based on the Max Schulman short stories for which the author is doing a TV script.

GE, NTA Form Corporation

• Continued from page 4

will be eligible for membership in NATS or what the terms of the affiliation will be. A clue was given, however, in a statement of Dr. W. R. G. Baker, GE's vice-president and general manager. He said that a 10-month study GE made before the creation of NATS indicated that "successful stations, whether UHF or VHF, have all possessed certain factors: Market, programming, efficient management, sound financial backing and access to national advertisers. The lack of just one of these factors," he continued, "could be enough to tip the scales and prevent successful station operation. Lack of just two could and usually would be fatal."

Not Saviors

It was indicated that NATS does not aspire to carry on its back any desperately sick station, but rather wants to give the extra boost that can make the difference for a station lacking in one or perhaps two of these factors. It was suggested by Landau that 40 stations would be the optimum membership.

Joseph Justman, president of Motion Picture Center Studios, Hollywood, is chairman of the board of NATS. He said a prominent broadcasting figure will be named as president shortly. It was Justman who was responsible for getting GE and NTA together in their mutual concern for UHF's future.

Disney Maps 4 'Crockett' Pix

HOLLYWOOD, March 19.—Walt Disney today announced that he will produce four more Davy Crockett pictures for his "Disneyland" TV show next year (Billboard, March 12), following the success of the three Crockett pix aired this season.

Titled "The Legends of Davy Crockett," the hour-long films will deal with the fictional exploits of the frontiersman and will continue to star Fess Parker. The three Crockett films now in the can are being telescoped into a theatrical feature, and process will most likely be repeated with next year's quartet.

Juke Operator EP's From 60-80 Cents

Mercury Offers Singles Out of Package; Others Set Up Their Packs as a Unit

NEW YORK, March 19. – Extended-Play 45 r.p.m. records in special plain sleeves will be offered by major manufacturers to juke box operators next week at special prices ranging from 60 to 80 cents each. In all cases the operator lists will be substantially lower than the normal distributor price of 86 cents per retail-type EP.

Pending operator-EP moves by RCA Victor, Columbia, Capitol and Mercury were reported here exclusively last week (The Billboard, March 19). The special packages will be introduced at the Music Operators of America convention in Chicago March 28-30.

The development was sparked by the heavy use of EP's by operators converting to dime play in many parts of the country. They have found the bonus 45's helpful in smoothing customer resistance to the higher price peg.

In all cases diskeries setting up special operator EP sets are withholding few if any diskings of high pop acceptance in the lower-price packs. Top artists are featured, with many erstwhile clicks included.

Free Choice

Mercury alone among the manufacturers is permitting operators to exercise full freedom of choice in selecting plain-sleeve EP's. As few as one may be purchased from the label. All the others will offer pre-packaged sets with one or more alternate packs made available.

Mercury's price is also the lowest at 60 cents per EP, normally the operator list for a 78 r.p.m. waxing. The label is offering 95 EP's in its deal. Artists include Patti Page, Ralph Marterie, the Crewcuts, the Gaylords, Georgia Gibbs, the Harmonicats, Richard Hayman and Sarah Vaughan, among many others. Title strips will be made available.

RCA Packages

Victor has two packages in the works. One consists of 20 EP's

(Continued on page 147)

FOR NUGETRE CALL CITNALTA

NEW YORK, March 19.—The search for rhythm and blues talent grows more frantic, and labels are now trying to corral some of the top r.&b. songwriters. King's Sid Nathan told Carl Lebow, King a.&r. exec, to hustle up some writers, specifically one Nugetre, who has a flock of r.&b. hits to his credit. Instinct led Lebow to the right pew. He phoned Atlantic Records to inquire as to the whereabouts of Nugetre. The latter, of course, is Ertegun spelled backward. First name happens to be Ahmet. And he's vice-president of Atlantic.

BMI, Acuff-Rose Sign Renewal Pact

NEW YORK, March 19.—Acuff-Rose has renewed its affiliation with Broadcast Music, Inc., thru December 31, 1959. The publishing firm has been with BMI since 1942.

Signing of the renewal ends speculation as to whether any changes were scheduled for the firm's operation, owing to the recent death of Fred Rose. New partners are Wesley Rose and Mildred Acuff.

Indie 'Mergers' Due As Distrib Remedy

Prices Add Distribution Problem; Haydn, Urania Blend Sales; Others May Move

By IS HOROWITZ

NEW YORK, March 19.—The problem of adequate distribution faced by independent LP manufacturers, now more critical under the new price structure, is expected to result in a series of partial mergers during the remainder of the year, with more of the smaller producers by-passing distributors to reach dealers on a direct basis.

The first such "merger" will take place next week when the Haydn Society and Urania Records will blend part of their sales facilities. Salesmen and representatives of each firm will henceforth take orders for both diskeries. However, Doug Duer remains sales chief for Haydn, with Irv Katz retaining his top sales post at Urania. Sales payrolls will continue to be met by each firm individually.

Altho this combined sales pool is not unique in the industry, it has been tried in recent years only by splinter firms. It is the first time that diskeries of the relative stature of Haydn Society and Urania have resorted to this device.

While representatives of both declined to comment on the reasons behind the move, the factors affecting their decision are known to trade observers.

Chief among these is the heightened competition resulting from the general price reduction on LP's since the first of the year. When

(Continued on page 22)

Haun Designs Title Service to Cut Juke's Risk

PITTSBURGH, March 19. – A new title strip service for juke box operators, designed to be attractive to the eye and reduce to a minimum the operator's risk in buying records, has been formulated by Dal Haun, head of Star Title Strip Company, Inc.

The new strips – called Pic-Strips—each contain a small photo of the artist featured on the record.

The basis of selection of the titles will be a special Billboard pop chart tabulation made up of disks which have made The Billboard's Spotlight and Best Buys columns, plus disks which have strong juke box potential, according to The Billboard's statistical information.

An operator subscribing to the service will receive weekly title strip cards for 12 new records. Six of these will be pops, three

(Continued on page 147)

Capitol Weighs Formation of Subsid Label

HOLLYWOOD, March 19. – Persistent trade reports circulated here this week to the effect that Capitol Records would introduce a new subsidiary label shortly. Altho the reports were not confirmed by Capitol's President Glenn Wallichs, he did acknowledge that such a project has been under consideration by Capitol for some time, but added that no concrete plans for such a company were in the offing now.

Nevertheless, trade circles claimed Capitol record toppers had been headquartered in meetings in New York this week in discussion said to be centering on the foundation of a new label. If the new label plans jell, it is considered likely that the subsidiary will operate on a complete market basis, similar to that of Decca's Coral company, rather than specialize as do RCA Victor's Groove and Mercury's EmArcy.

Should Capitol form a new label, the company would immediately have depth of catalog as a result of masters sure to be imported by the label's new owners, Electric & Musical Industries, Ltd., London. EMI has a wide range of both pop and classical recordings available on its many affiliate labels—Parlophone, Pathe, etc.

TAPE CARTRIDGE PLAYS LIKE RECORD

Big Potential Seen in New Gadget Manufactured by Chicago Company

By STEVE SCHICKEL

CHICAGO, March 19.—A newcomer to the tape recording scene, the tape cartridge, may prove as beneficial to that field as the Dixie Cup was to ice cream.

The new gadget, a brainchild of Bernie Cousino, a Toledo inventor, opens a vast new area of exploitation in the utilization of magnetic tape recordings. Much of the exploitation will not see its way into use before 1956, but there are some avenues of expansion which will be felt almost immediately.

Simply, the tape cartridge makes it possible to provide music on tapes in a simple, easy-to-play manner, and in time-lengths equal to today's EP and LP records. The big talking point of pre-recorded tapes was condensed by manufacturers in two words, permanent quality. Add to that, the advantage of being able to plug the cartridge right into the set without winding, rewinding, or threading, and you have the entire sales pitch for the package.

The cartridge operates on a continuous line principle. The tape feeds off the center of the reel, rolls past the reproducing head and then rewinds onto the outside of the reel, constituting one continuous strand of tape. The reel is set in a plastic case which has two rollers at the plug-in end, over which the tape rides. These rollers are set on springs and are thrust downward as the cartridge is inserted into the playback unit. Thus when the cartridge is ejected the tape as well as the rollers spring up into the cartridge and cannot be touched by anything or anyone until it is again inserted into the recorder.

Tho other inventors, notably W. C. Eddy, of Michigan City, have developed tape cartridge designs, most industry leaders see the greatest commercial potential in the Cousino product.

Exclusive Rights

The American Molded Products Corporation, Chicago, holds the exclusive rights to the new cartridge. The firm is currently producing 90 per cent of the plastic reels now used by the tape industry. Arnold Hultgren, vice-president of the firm and chief engineer, disclosed that the Pentron Corporation of Chicago is already tooling to manufacture a series of recorders and playbacks designed to accommodate the new cartridge. He also asserted that four other firms, none of which was named, are also in the process of tooling.

Altho American Molded Products will be the exclusive manufacturer of the cartridge, Hultgren stated that the firm will supply all manufacturers of tape as well as recording companies wishing to

(Continued on page 146)

Granz Labels In B. I. Thru Deal With EMI

HOLLYWOOD, March 19.—Contracts between Norman Granz and Electric & Musical Industries, Ltd., are expected to be signed shortly, culminating in distribution of both Clef and Norgran records in the British Isles.

Granz, who returned from England and the continent last week on his annual Jazz at the Philharmonic tour, disclosed that an agreement had been reached which will give his disk firm its first distribution in England. E.M.I. will press and distribute with records to be issued on EMI's Columbia label, identified by either the Clef or Norgran name, whichever is applicable, and the Granz trademark, the figure of a trumpet player.

Deal is a three-year agreement with EMI taking on two LP's and two singles by Oscar Peterson as its first release.

Granz also disclosed that the name of his new diskery in partnership with actor James Mason is to be Story Teller Records. Plans for the new label are currently being

(Continued on page 142)

SOME 'WALTZ'

'Jonas' Stirs In U. S. After Long Trip

NEW YORK, March 19.—Tunesmith Johnny Bond's "Cherokee Waltz" has traveled a long way, has gone thru several lyric changes and is now back in the United States and stirring some attention as "Jim, Johnny and Jonas." Under the latter title the tune has just been released on Decca with Bing Crosby and on Columbia with Sammy Kaye. Bond, who recorded

(Continued on page 22)

'PENALIZED FOR SUCCESS'

Miller Says, After All I've Done; Now I Gotta Suffer

NEW YORK, March 19.—Mitch Miller, Columbia's effervescent artists and repertoire chief, this week issued the complaint that he was being "penalized for success." Miller's beef was registered against publisher Frank Loesser and the latter's songwriting team of Adler and Ross, and concerned that trio's recently launched Broadway property "Damn Yankees." Original cast recording rights to the show recently were dealt to RCA Victor.

According to Miller, he's given his all for the writer-publisher entente for several years. He gave them their first record by a major artist—"What Would You Do?" by Rosemary Clooney.

"Then I gave them their first real hit—Tony Bennett's 'Rags to Riches'," he said. "When 'Kismet' came out, we gave them not just one but two albums of the score, plus Bennett's 'Stranger in Paradise' single and others. We went all out on 'Pajama Game.' Two months after the Johnnie Ray record came out, I gave them another on the same tune—Miss Clooney's 'Hey, There,' and that one sold 2,000,000 records. I gave them 'Thumbelina' on the back of 'I Saw Mommy Kissing Santa Claus,' and those sold 2,500,000. . . . Comes 'Damn Yankees' and they went straight to Victor! What could have been in Loesser's mind?"

It was then quietly suggested to Miller that Columbia had recently gone all out on an album called "The Confederacy."

TO UNTIE A KNOT

MRIA Group Moves To Standardize Tape

NEW YORK, March 19.—A long step toward untangling the knotty problems of standards in the tape field is expected to be taken next week when the engineering standards committee of the Magnetic Recording Industry Association meets in special session here.

The question of standards has been given high priority in the work of the two-year-old association, currently composed of 26 manufacturers of tape and recording equipment. Many tradesters view the adoption of uniform trade standards as essential to healthy development of the fast-growing tape industry.

Once the MRIA arrives at a proposed set of standards, it plans to hold joint meetings with the Record Industry Association of America to button down mutually acceptable norms. Practically all diskeries affiliated with the RIAA are known to be experimenting with pre-recorded tape, with some, such as RCA Victor, already out in the market with token catalogs.

(Continued on page 22)

For This Issue Only

THE MUSIC POPULARITY CHARTS

will be found in the Special MOA Convention Section starting on page 98

R&B Tunes' Boom Relegates Pop Field to Cover Activity

Labels Latching Onto Trend Hit Solid on the Best-Selling Charts

By PAUL ACKERMAN

NEW YORK, March 19.—Despite the scarcely-veiled antagonism of many pop publishers and artist and repertoire men to rhythm and blues material, 13 of the 30 disks on the current best-selling singles chart fall into that category. It is apparent that willy-nilly, and virtually against its will, the pop field has lost the initiative it enjoyed for years and is now spending much of its activity in covering.

Another notable observation is that those pop labels who are most successful in latching on to the r.&b. trend are those which have not fought it, but embrace it enthusiastically and understand the idiom. An outstanding example of such an operation is Coral, which in the last several months has been experiencing the greatest business of its career—and attributes the upsurge to the fact that many of its artists have clicked with r.&b. material.

Coral's McGuire Sisters' disk of "Sincerely," for instance, headed the retail charts for weeks up to the current issue. For the week of February 23, the sisters received The Billboard's Triple Crown Award (see separate story) for topping the three national charts—dealers, deejays and operators. This week, the McGuire girls entered the charts again with "It May Sound Silly."

Top Songs

In the last couple of months, the label has had about a dozen of its artists slice strong r.&b. material, such as Teresa Brewer with "Pledging My Love," Billy Williams with "I Wanna Hug Ya, Kiss Ya, Squeeze Ya," the Goofers' "Flip Flop and Fly," the Lancers' "Tweedle Dee," McGuire Sisters' "Hearts of Stone," Teresa Brewer's "Rock Love" and "Tweedle Dee," Don Cornell's "The Door Is Still Open" and "Most of All," etc.

How closely the label follows the r.&b. trend is indicated by an examination of the national r.&b. dealer chart. As of the March 19 issue of The Billboard, Coral had already covered five of the top seven disks. The label is also issuing EP packages of r.&b. material with Georgie Auld and the Lancers. Addition of Alan Freed to the artists' roster (see separate story) is another indication of the vigor with which sales chief Norm Wienstroer and r.&r. topper Bob Thiele keep abreast of the trend.

Mercury and Dot also have been showing up very strongly on the charts with pop-styled r.&b. material. The current national best-seller list, for instance, lists Mercury's Georgia Gibbs' "Tweedle Dee" in fourth place, the Crew Cuts' "Earth Angel" in 10th position, the same group's "Ko Ko Mo" in 14th and Georgia Gibbs' "Dance With Me, Henry" in 21st place.

Georgia Gibbs

Interesting point, in connection with Mercury, is the fact that the label recently announced a policy of playing down r.&b. material—this despite the fact that the label shows up so strongly in this category. In fact, Mercury artist Gibbs, now on the national retail chart with two disks, apparently made it on the strength of r.&b. material. Her last chart record hit a couple of years ago.

Dot is another label which has been clicking with pop-styled r.&b. disks. The current chart lists two of the label's disks—both by the Fontane Sisters. They are "Hearts

(Continued on page 22)

Columbia Alters Distrib Set-Up

NEW YORK, March 19.—Columbia Records this week made two important changes in its distribution network. In Cleveland, the diskery closed its factory-owned branch in favor of an indie outfit, Seaway Distributors, Inc., and in Hartford, Conn., the Columbia record and phono lines were turned over to Roskin Distributors, Inc. The latter territory formerly was serviced by Stern & Company.

John Cohen, formerly sales manager for the Stuart F. Louchheim Company, Philadelphia Columbia distrib, is president of Seaway. Wade Whitman, who was sales manager for Columbia Records Distributors, Inc., in Cleveland, will continue in that capacity for Seaway.

Joseph Broderick, former district manager for the St. Louis territory, has been named sales manager of the Roskin set-up.

One Left

In closing the factory-owned distributorship in Cleveland, Columbia has only one such operation left, in Atlanta.

Columbia's sales and advertising forces flew to Miami Beach last week to map fall plans in tropical seclusion. Making the junket were sales execs Hal Cook, Stan Kavan, Forrest Price, Al Earl, Milt Selkowitz and George Hayes; advertising and promotion execs Irv Townsend, Art Schwartz and Peter Munves, and art director Neal Fujita.

Ken Smith Quits WLW Post; Thall Off of 'Hayride'

CINCINNATI, March 19.—Ken Smith, for the last 12 years with the Crosley Broadcasting Corporation, the last seven as chief talent booker with the firm's affiliate, WLW Promotions, Inc., resigned his post, effective Thursday (17), after months of wrangling over policy with H. S. (Bert) Somson, Crosley executive vice-president, who was brought in some 10

(Continued on page 22)

CLEVE.'S DJ'S BAN RANDLE'S 'FIRSTS'

Won't Play New Disks If WERE Spinner Beats 'Em; N. Y.'s Lacy Comments, Too

By JUNE BUNDY

CLEVELAND, March 19. — Deejays at five local stations here banded together this week in an effort to stop WERE spinner Bill Randle from getting record releases ahead of general distribution to stations. To show they mean business, the boys have established a ban on all new releases which are played first here by Randle.

The ban was originally sparked by Joe Finan of WJW, with the endorsement of WGAR, WSRS, WTAM and WHK jocks. Spinners at WDOK are still on the fence. The jockeys are monitoring Randle's daily shows to keep track of his disk programming, and Randle got the ban off to a good start last Sunday by playing nine "firsts" on his show, including the latest releases of the Chordettes, Gordon MacRae, the Four Knights and Caterina Valente.

However, Randle said he played the nine merely as a gesture of recognition to the ban, and that actually he doesn't much care if he has an "exclusive" or not, since he doesn't think it particularly matters to listeners. To illustrate his point, he noted that Walt Henry on his station discovered and was playing "Crazy Otto" a full month before he (Randle) started to spin it.

Rivals' Claim

Rival deejay factions here, tho, insist that Randle tells distributors he won't play a platter unless he gets it first. In some cases, they

(Continued on page 22)

Miss Hawkins To 'Cut Disk' On Allen TV

NEW YORK, March 19.—The Steve Allen show "Tonight," on NBC-TV, has scheduled several segs slanted at a disk-conscious late-evening audience.

On the show Thursday night (24), Epic Records thrush Dolores Hawkins will be featured in a simulated recording session officiated over by Epic artists and repertoire chief Marv Holtzman, with Don Costa as arranger and conductor. The side to be "recorded" is "Smoky Morning," a tune written by Allen and Don George. The finished record will be rushed to stores the following day.

Actually, the side was cut some weeks ago, but the TV public won't be let in on that. It's a trade secret.

An actual on-the-spot recording of the Allen show is being planned now by another diskery, Coral, to whom Allen himself is under contract. Coral a.&r. head Bob Thiele plans to produce a 40-minute, 12-inch LP within a couple of months in which he'll feature Allen plus Eydie Gorme and Steve Lawrence, regular vocalists on the show, both of whom are also under contract to Coral.

FROM JUKE BILL FRONT

3 Federal Groups To Draft Reports

WASHINGTON, March 19.—The Senate Judiciary Committee, headed by Sen. Harley M. Kilgore (D., W. Va.), has requested three major federal agencies to draft reports on their views of the Kilgore bill to end the juke box copyright royalties.

At the Same time, Rep. Frank Thompson Jr., (D., N. J.), has asked the House Judiciary Committee to request similar reports from nearly half a dozen federal agencies on the Thompson bill to create a federal copyright fact-finding commission.

The Kilgore committee has called for reports on the Kilgore bill from the U. S. Copyright Office, the Justice Department anad the State Department. Thompson has asked the House Judiciary Committee to get the views of the Commerce Department, the Federal Communications Commission, the Federal Trade Commission, the U. S. Copyright Office in the Library of Congress and the Justice Department.

Kilgore Bill Remains

The Kilgore anti-juke box exemption bill is the sole major copyright measure now pending in the Senate Judiciary Committee, inasmuch as Sen. William Langer (R., N. D.), last week asked and received Senate permission to withdraw from further consideration his Senate counterpart of the Thompson fact-finding bill (The Billboard, March 19). Senator Langer is one of ten members of the upper House co-sponsoring the anti-juke box exemption bill.

Pending in the House Judiciary Committee, besides the Thompson fact-finding bill, is a House version of the Kilgore anti-exemption bill under sponsorship of representative Thompson.

Rep. Emanuel Celler (D., N. Y.), chairman of the House Judiciary Committee, has given no indication

(Continued on page 148)

CAKE DEPT.

Prescott on WNEW and WORL Too

NEW YORK, March 19.—Local deejay Norm Prescott has completed an "eat your cake and have it too" deal, whereby he will work as a full-time deejay over WNEW here and also handle a daily hour show over his alma mater station, WORL, in Boston. Tapes and a busy transportation schedule will do the trick.

The WORL show will be aired from 2 to 3 p.m. Monday thru Saturdays starting April 1, with Prescott heard "live" from Boston on Wednesday and Thursday (his days off at WNEW) and on tape the other four days. The taped shows will be presented as a "New York correspondent-type show" and will be recorded at TV studio rehearsals, record sessions, Al and Dick's restaurant, etc.

London to Issue 'Festival' Pops

NEW YORK, March 19.—London Records is readying a new series of 12-inch pop LP's for introduction late in April. To be promoted under the tag of "Spring Festival of Pops," the series will feature the top orks on the label's roster, including sets by Mantovani, Frank Chacksfield, Ted Heath and Stanley Black.

The series is a follow-up to the 14-package "Festival of Favorites" line turned out by the diskery last January. Like the previous series, the new "Festival" will be supported by extensive promotion, with special point-of-sale aids to be made available to dealers.

The plug disk in the new release is the Mantovani set, titled "Song Hits From Theater Land." In all, 10 to 12 LP's will be released simultaneously.

Remington Cuts Back Price On 12-Inch LP

NEW YORK, March 19.—Remington Records this week reduced the price of its 12-inch line from $2.98 to $1.95, and at the same time guaranteed to make up dealer losses on any Remington disks currently in stock, but purchased at the old price.

According to Remington's new executive vice-president Bennet H. Korn, there is no time limit on this offer, which covers any Remington records purchased by dealers prior to the price-cut announcement, regardless of when the disks were originally released. However, the label is sending out personal representatives to do in-person checks on stock losses reported by dealers.

Under the new $1.95 retail price set-up, Remington LP's will wholesale to distributors for 94 cents and to dealers for $1.21. Remington's Plymouth line stays at its present price level, said Korn. Meanwhile, he added, Remington has expanded its base of distribution thruout the country, and will increase its catalog of LP releases (at the new $1.95 price) this year.

Magne-Tronics Clears Disks With Capitol

NEW YORK, March 19.—Magne-Tronics, Inc., has completed negotiations with Capitol Records clearing the sides it acquired from Capitol Transcriptions a year ago for FM radio "beep" transmission. The pact now makes available all of Magne-Tronics' 5,000 non-vocal selections for such background-music use.

The firm, which tags its product "Motivational Music," does most of its recording abroad. About 50 new titles are added monthly. Many of these are current ditties, recently on the best-seller lists.

Acquisition of the additional rights from Capitol is expected to kick off a new drive for franchise pactees by Magne-Tronics. These rights also include permission to use the material via multiplex broadcasting, once permission is granted for this medium by the Federal Communications Commission.

The company's deal with music users has Magne-Tronics paying performance royalties to the American Society of Composers, Authors and Publishers, and Broadcast Music, Inc., for on-location installations. Franchise holders must negotiate their own pacts with the clearance orgs.

'X' Strengthens Roster, Adds 5, May Cut Some

NEW YORK, March 19.—Five artists were added by Label "X" this week in a move to strengthen its talent line-up. But Jimmy Hilliard, artist and repertoire chief, is also known to be scrutinizing the roster with a view to pruning it of dead weight. Within the next month or so a number of artists are expected to be dropped, bringing the total number of pactees to less than 40 including folk artists.

Newly signed to the label are Norman Brooks, Bill Kenny, Sandy Stewart, Gloria Van and Larry Ferrari, the latter an organist who will be used primarily for catalog and album material.

Stepped-up activity by the RCA subsidiary is slated for next fall when Label "X" is expected to make available a line of phonographs for its distributors. These, of course, will carry the "X" tag, altho they will probably be manufactured by the Victor instrument division.

In the late summer or early fall the label is also expected to release its first classical LP merchandise. It is considered likely that initial entries will be drawn from the HMV catalog, now released by RCA Victor here. A decision on this move is still pending, but if the HMV vinyl is shifted to Label "X," it will probably be marketed at a straight $3.98 per 12-inch LP and forego the special packaging awarded the line at this time. The price of HMV vinyl under Victor auspices is currently $4.95.

Meanwhile, Hilliard is lining up new talent for a special album series slanted at the religious and educational market. Two sets of an initial release of eight are already in the can. These feature screen stars Joseph Cotten and Ronald Reagan as narrators. More film talent is now being signed for the project, scheduled for completion before next fall.

Vox Jox

By JUNE BUNDY

GIMMIX: Jack Sterling, WCBS, New York, sold 900 cuckoo alarm clocks on his "alarm clock" seg for a sponsor last week. . . . Martin Block, WABC, New York, estimates he has spun about 1,500,000 minutes of music during his 20-year career as a deejay. . . . Speaking of mileage, Sid Mandel, KYNO, Fresno, Calif., recently asked his listeners to guess how many miles of dentifrice are squeezed out of toothpaste tubes by Fresno's population in one year. A college student won the prizes with a mathematical calculation of 530.

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Reese Rickards, WTAG, Worcester, Mass., recently took a portable tape-recorder aboard the Navy cruiser, U.S.S. Worcester (of which he was a crew member in 1952) and recorded interviews with his former buddies. The tapes will be played back on a special series, aired independent of Richards' regular nightly deejay show. . . . KZIP, Amarillo, Tex., evidently likes Betty Johnson. At any rate, Ray Winkler, manager of that outlet, reports that he played her new RCA Victor recording for 17 minutes last week, while another spinner on the station played it every 15 minutes for three hours. . . . Bill Bennett, WAND, Canton, O., sponsored a contest for the best jokes submitted by listeners during National Smile Week.

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THIS 'N' THAT: Sandy Singer, of KCRI, Cedar Rapids, Ia., and Ron Bashford, CKDM, Manitoba, Canada, keep a sharp eye on The Billboard's charts and we appreciate their tips on typos. Singer, incidentally, says many of his listeners also follow the charts. . . . Here's a switch, a sponsor (Larry Mack, prexy of Slenderella International) tossed a party at Manhattan's "21" this week for local deejays who plug his product and their station sales managers. New York City spinners so honored were Ted Brown, WMGM; Bob and Ray, WINS; Gene Klavin and Dee Finch, WNEW; Allyn Edwards, WRCA; Ray Heatherton, WOR, and Jack Sterling, WCBS.

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CHANGE OF THEME: Red Jones, formerly with KVET, Austin, Tex., and KTAE, Taylor, Tex., is now a private first

(Continued on page 126)

DEALER DOINGS

By GARY KRAMER

DISAPPEARING 45's: The end of winter is welcome to R. H. Bailey, Oklahoma Record Shop, Kansas City, Mo. In the overcoat pockets of some customers, 45's were easily concealed and pilfered. Bailey also warns of a technique that may work just as well in warmer weather. "Watch the customer who brings five or six records to the counter, then pays for one, only to request some additional disk in the back of the store. While your back is turned, he will slip two or three more in the bag." More than one record dealer in San Antonio has also reported petty thievery, particularly of 45's, to be an irritating problem.

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A $10,000 CONTEST: Retailers and distributor salesmen of RCA Victor portable radios will share $10,000 in prizes to be awarded in a nation-wide window display contest beginning May 2. Dealers in each of the company's eight regions will be eligible for prizes totaling $1,000, while distributor salesmen servicing them can win up to $250 in each region. The awards in the contest, which closes July 9, will be made for the best windows built around the theme: "Take a Song Along . . . With an RCA Victor Portable."

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M-G-M record distributors are offering dealer accounts match books in bulk, with the retailer's name printed on the front. The black and yellow match books have the label's imprint and are disk shaped.

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The U-Name-Us Record store opened for business in Augusta, Ga., on March 12. A contest to select a name for the shop is underway and will last six weeks. . . . Phyllis Barr, of the Record Barr, Jesup, Ga., expects to open a branch outlet at one of the appliance and sundries stores in Jesup. Miss Barr opines, "I only wish I were three people and that every day had 64 hours." . . . The House of Records, Highland Park, Mich., is again under new ownership. This Detroit suburban shop has been purchased by Edward Urbanczyk and Edmund Gajek, newcomers to the field. . . . Stan Drayson, manager of the record department, Heins & Bolet, New York, is the proud father of a baby girl.

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Ruth Haberstick, of the Cope Electric Record Shop, Alliance, O., has a good word for her teen-age customers. "The young trade is the big trade of tomorrow, and it is worth catering to. Many record shops resent youngsters, but we are very happy to have them among our other older customers, who enjoy them as much as we do."

Brubeck Group Set For Ravinia Park

CHICAGO, March 19.—A unique booking was scored this week by Paul Bannister, of the Associated Booking Corporation, when he placed the Dave Brubeck Quartet into Ravinia Park for a two-day concert.

The park is operated by the Chicago Symphony Orchestra and is used almost exclusively for the presentation of classic concerts. In effect, the organization bought the jazz quartet for the two-day affair for July 11-12. It was said that the symphony booked the Brubeck unit because of the draw the group showed on a recent college tour which included two local schools, Northwestern University and Lake Forest College, both of which were sellouts. The symphony orchestra will not perform on these two nights.

SONG CHANGES FOR ST. PADDY

NEW YORK, March 19.—Brad Phillips, deejay on WINS here, offered this special "Top 10 Program" for St. Patrick's Day: "No Moore," "Eire Angel," "Kokomo-ra," "Sham-rock Love," "Hearts of Blarney Stone," "Green Mirage," "Dance With Me Patrick (Henry)," "Tweedle o'-Dee," "Unsuspecting Harp" and "Land of Greens," in that order.

Pep Diskery Formed

HOLLYWOOD, March 19.—Pep Records, new indie label, bowed here this week with its first release in the country and western field. Plans call for further releases in the pop and rhythm and blues idiom as well. Firm is currently setting national distribution.

WHAT'S THAT NAME AGAIN?

NEW YORK, March 19.—"Keep Me in Mind, and especially when you print your record labels," was the advice handed Mercury Records this week by Famous Music topper Eddie Wolpin.

Wolpin understandably was upset this week when Mercury issued the Patti Page waxing of "Keep Me in Mind," because the label copy writer had the wrong publisher and writers in mind. Actually, the tune was written by Jack Wolf and Bert Bachrach, and it's the No. 1 plug at Famous.

"Keep that in mind," says Wolpin.

Cole to Start Gale Package

NEW YORK, March 19.—Nat (King) Cole is taking an all-star Gale Agency package out on the road for three weeks starting April 22. In addition to headliner Cole the talent line-up includes Lavern Baker, Erskine Hawkins and the Drifters.

At the conclusion of Cole's three-week stint Roy Hamilton is scheduled to take the same package out for an additional 60 days of bookings.

World Broadcasting Releasing Spring Musical Features

NEW YORK, March 19.—World Broadcasting System is delivering its biggest spring release in the history of the company. World's more than 1,000 station subscribers will receive a wide variety of musical material, featuring 18 bands and vocalists.

Talent line-up includes Giselle MacKenzie, Helen O'Connell, Sauter-Finnegan, Jerry Gray, Ray Bloch, David Rose, the Sportsmen Quartet, Les Baxter, the Three Suns, Harry James, Charlie Applewhite, Tiny Hill, Eddy Howard, Peter Yorke, the World Salon Orchestra, the Blackwood Brothers, the World Concert Orchestra, and the Orton-Rarig piano duo.

Meanwhile World's parent company Fredrick W. Ziv reports that the Eddie Cantor transcribed radio series has now been sold in 114 markets, with the show in many cases purchased across-the-board by a single advertiser.

Open Investigation Into Latin Tunes

SAN ANTONIO, March 19.—Alberto Salinas, of New York, manager of Southern Music's Latin-American department, and Luis Martinez Serrano, of Mexico City, manager of Promotora Hispano-Americana de Musica, were here to conduct an investigation of possible infringements on copyrights of music compositions held by their companies.

Salinas and Serrano were investigating reports that recording firms in San Antonio and in South Texas have failed to pay royalties on songs they have recorded and on which the companies hold the copyrights.

CHARLIE PARKER A JAZZ GREAT

Flood of Memorial Albums Due; Granz Holds Most Sides

By BILL SIMON

NEW YORK, March 19.—The influence of Charlie (Bird) Parker, the modern jazz pioneer who died last week, is likely to manifest itself in popular and legitimate music for many years to come via disks. Altho his recording activities had been restricted to a handful of labels, a large quantity of sides by Parker are currently available, and some monumental issues of previously unreleased material have been planned for earliest possible release.

The bulk of recordings by the 33-year old alto saxophonist belongs to Norman Granz' Clef label, to Savoy and to Concert Hall Society, which recently purchased the entire Dial catalog.

The largest group of masters belongs to Granz, to whom Parker had been under contract since 1946. Ironically, on the very day that Parker died, Granz was in New York vainly trying to contact him regarding the biggest disk project of the artist's career, a typical Granz tour de force entitled "The Charlie Parker Story." It was to involve Dizzy Gillespie and others associated with Parker in the formulation of the bop era.

The jazz impresario had planned to prepare the package for September release, utilizing new recordings, plus a series of photos by Djon Mili in a de luxe album selling for $25. Now, since the package will have to consist of recordings on hand, Granz has moved the release date up to May, and is busy selecting about 80 sides from the 150 available—several dozen of which have never been released.

Granz, incidentally, on learning that Parker was to be buried in Potter's Field, footed all burial expenses.

Other Diskings

Parker's first disking contract was with Savoy in 1942. That company now has four 10-inch LPs available, and plans to release three new 12-inch "memorial" packages containing optional "takes," or alternate masters of tunes already released. Savoy also is publisher of about 25 original jazz tunes written and waxed by the artist, and is busy negotiating to deal folio rights in the material.

The Dial material, now in Concert Hall hands, will be issued via the outfit's mail order label, Jazztone, and also in stores on Concert Hall label. One 12-inch disk, coupling Parker and Gillespie, will be out next month.

Roost Records claims to have latched on to a jazz concert tape cut by Parker and Gillespie at Carnegie Hall in 1948. Parker reportedly signed his consent to the issue about three months ago.

The earliest Parker recordings were made in the late '30's when he was a member of the Jay McShann ork. Decca has these, and is expected to wrap them up in a special memorial pack. Several scattered Parker disks were cut for Apollo (with the Sir Charles Thompson ork), for Continental (now available on Remington) and RCA Victor, as a member of the Metrooome All-Stars. All of these are available currently in various LP packages.

Jazztone Club to Put Disks on Retail Market

Concert Hall's Set On Release; U. S., Europe in Plans

NEW YORK, March 19.—Jazztone, new mail-order disk label launched recently by disk club moguls David and Sam Josefowitz (The Billboard, January 22), in the near future will make its jazz recordings available on the retail market. Twelve-inch LP's will be released to the trade on the Concert Hall label retailing at $4.95. These will be the same diskings issued on the Jazztone club label at $2.75 plus tax and shipping.

Concert Hall will, however, issue some 10-inch slicings at $3.95, while Jazztone will release 12-inch packages exclusively. Currently the diskery is recording new jazz dates with artists such as Coleman Hawkins, Rex Stewart, Paul Barbarin and Mary Lou Williams, and in addition plans to draw regularly from the Dial catalog, which it purchased outright from Ross Russell. The outfit is negotiating with several indie jazz labels for mail-order rights only.

Ad Slant

Meanwhile, the firm has initiated a new slant in its full-page consumer magazine ads. It's combining its Jazztone push with that for the Musical Masterpiece Club, with the same ad soliciting membership in either or both clubs.

The mail-order combine, which also includes Concert Hall Limited Editions and the Opera Society, claims a combined membership Stateside of 300,000, and a European membership of 250,000. It plans now to enter the retail pop business in the seven European countries where it has representation, and in line with this, has made a deal with Pocket Books' Bell Records subsidiary to issue the latter's recordings in Switzerland, France, Holland, Sweden, Italy, Germany and Belgium. (Last week, Bell made a similar deal with Copacabana Records for Brazil.)

Sam Josefowitz left for Europe Friday (18) on a five- to six-week business trek.

Republic Buys 'Angry' Tune

NEW YORK, March 19.—Republic Music, the Sammy Kaye publishing firm, this week bought the rhythm and blues tune "Don't Be Angry" from Herman Lubinsky. Kaye reportedly shelled out $6,500 for the song.

The ditty was penned by Rosalie McCoy and Nappy Brown, and recorded by the latter for Lubinsky's Savoy Records. The disk has shown some action recently in the r.&b. sales market, with cover waxings expected.

Jazz Business Is Big Business

and The Billboard examines the newest jazz trends and profit opportunities with a special

REVIEW and PREVIEW of JAZZ ENTERTAINMENT and RECORDS

a complete spotlight section of the April 23rd Billboard

Advertising Deadline April 15

TALENT TOPICS

GOOFERS TO GET RETURN DATE AT CHEZ PAREE . . .

The Goofers, Coral Records artists, currently appearing at the Chez Paree, Chicago, will be booked back into the club for a three-week engagement 16 days after they close here March 24.

HILLTOPPERS CUT NEW DOT SIDES . . .

Jimmy Sacca, lead singer with the **Hilltoppers**, was released from military service last week. Dot Records chief **Randy Wood** lost no time reassembling the group for its first recording session in nine months, or since Sacca shipped out to the Far East. Two members of the group are still in uniform—**Don McGuire** and **Seymour Spiegelman**. Dot will have the new sides on the market this week.

SAN ANTONIO BASE INKS 'OPRY' UNIT . . .

Carl Smith will headline a "Grand Ole Opry" group which is scheduled to appear in two performances at the Municipal Auditorium, San Antonio, on March 27. Appearance will be under the sponsorship of the Kelly Air Force Base Management Club. Others to appear include **Marty Robbins**, the **Tune-Smiths**, **Hank Locklin**, **Tommy Collins** and the **Singing Simmons Sisters**, **Lee** and **Marge**.

Indianapolis night life is beginning to shape up, with the **Redheads** and **Bob Eberle** currently at the Town House, and with the **Stan Nelson Trio** due in soon. Baritone **Dick Noel** just concluded a fort-night's stand there. **Mel Torme** opens for his annual visit at the Steckler House May 14. **Jack Ensley**, opening a new room in time for the Indianapolis Memorial Day 500-mile race, hopes to start with **Nellie Lutcher**, while the Marott Hotel is debating on **Chico Marx**. **Ross W. Christena**, local booker, is trying to interest George Gobel in a pre-race show.

The **Tiny Markle** ork is hooked into Lake Compounce, Conn., every Saturday from April 2 thru September 24. Markle is program director of station WAVZ in New Haven, Conn. . . . **Bill Carey** has signed with Coral Records. The warbler, who was formerly on RCA Victor, is managed by **Eddie Joy's** Preferred Representatives firm. . . . Decca Records has purchased several masters cut by **Karen Rich**, former vocalist with the **Tommy Tucker** and **Bobby Byrne** bands. The thrush also was signed to a Decca contract.

Bob Scobey, warbler and Dixie jazz maestro, has signed a fresh contract with Good Time Jazz. . . . Jazz vocalist **Helen Merrill** is cutting a new album for Emarcy, with arrangements by **Ralph Burns**. . . . Pianist **George Shearing** is leaving Shaw Artists to sign with **Joe Glaser's** Associated Booking Corporation. **Erroll Garner** made that same move last week. . . . Jazz trumpeter **Tony Fruscella**, recently starred with the **Gerry Mulligan** and **Stan Getz** combos, has signed an exclusive contract with Atlantic Records.

Mel Henke, pianist on the **George Gobel** show, has signed with Contemporary Records. He's currently in his third year at Lindy's, Los Angeles. Drummer **Shelly Manne**, poll-winning jazz drummer, has re-signed with the same label. . . . Urania Records cut material last week for LP's featuring pianist **Willie (The Lion) Smith** and the **Duke Ellington** clarinetist, **Jimmy Hamilton**. . . . **Edna McGriff** has signed an exclusive with New-Disk and Bell Records. The thrush is managed by **Chauncey Olman**.

The **Rhythmettes**, vocal trio, is now managed by **Richie Lisella**. . . . Columbia Records this week is featuring a release by a "new" mystery pianist named **Smile-Lee**. He sounds a little like **Crazy Otto**, doesn't take in laundry, has a brother named George and, in this recording, he plays a piano shaped like a swimming pool.

Joe Derise signed a three-year recording contract with Bethlehem Records this week, and cut his first sides Thursday (17)—eight standards which will be released on a 10-inch LP in three weeks. The singer, who formerly headed the **Four Jacks** and a **Jill** vocal group, is managed by **Mort Hillman**. . . . **Phil Brito** has recorded two tunes, "I'll Never Leave Miami" and "Singing in the Sunshine in Florida," both penned by **Jack Curry**. The sides will be released on the Art label and distributed by Mercury's Miami distributor. . . . Singer **Bob Anthony**, who records for Eagle, is going on a two-week tour of U. S. Navy Air Corps bases in Alaska, Canada and Greenland, with a troupe headed by **Joan Fontaine**.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Al Coombs, retired musician, has selected Sunday, May 22, as the opening for his new hillbilly park, to be known as A Bar C Ranch, Cassville, N. J. Already set for the bow are **Merv Shiner**, **Rusty Starr and His Western Ramblers**, and **Billy Willow**. **Smokey Warren**, backed by the **Palmer Cowboys**, will handle the emsee chores. He'll also handle the talent end. . . . **Marvin Rainwater** is now working out of Nshville and Madison, Tenn., under the direction of **Norman Riley**, who has him set with a "Grand Ole Opry" unit which opened Sunday (20) at the Auditorium, Kansas City, Kan. The unit plays Marvin's hometown, Wichita, Kan., March 27, after which he hops to Dayton, O., to work a date with **Little Jimmy Dickens** March 27. Marvin's brother, **Ray**, continues as his personal manager, with **Eddie Crandall** sticking on as road manager.

Little Jimmy Dickens, nursing a broken arm sustained in a horse race with **Carl Smith**, has been filling his booking schedule without a hitch, altho he's been forced to chuck his guitaring in favor of a straight vocal turn. He'll carry his wing in a cast for six more weeks. . . . **Ferlin Huskey** has signed to work under the guidance of **X. Cosse**, who also handles the **Carlisles** and **Martha Carson**. The three turns are slated to work cross-country as a package unit. . . . **Hank Snow** and **Chet Atkins** have a new RCA release, "Silver Bells" b.w. "Old Spinning Wheel."

Laurel and Miles made their TV debut last week on "Down-State Jamboree" over WTVP-TV, Decatur, Ill. Now working under the management of **Bob Vincent**, of the Mutual Entertainment Agency, Chicago, the pair continues with its regular program over WRAC, Racine, Wis. . . . **Daniel James**, a feature of the "Original Houston Jamboree," heard over KNUZ, that city, has signed with Starday Records, with the first release due within a fortnight. . . . **Rusty Starr and His Western Ramblers**, after 18 weeks at Club 177, Newark, set to bow soon at the Concord Hotel, Toronto, for a four-week stand.

Dub Dickerson (Capitol) concluded his Kansas-Missouri tour last Wednesday (19) and headed into Florida for a 10-day trek, opening Saturday (19) at

(Continued on page 130)

RHYTHM & BLUES NOTES

By BILL SIMON

Hot on the heels of **Al Hibbler's** Decca slicing of "Unchained Melody" comes a rush cover of the tune by Epic's **Roy Hamilton**. Hamilton cut his version Wednesday (16), and the company is scheduled to ship copies Monday (21). . . . The Lord Calvert Hotel in Miami, which opened to musical acts in February with **Arthur Prysock**, has **Illinois Jacquet** in for two weeks, starting yesterday (18). **Roy Hamilton** has been booked there for two weeks starting April 18.

The **Royal Jokers**, Detroit vocal group co-managed by **Al (Flame Show Bar) Green** and **Chuck Darwin**, have signed with the Gale Agency. . . . **Charlie White**, former lead singer with the **Clovers**, has formed his own group, the **Playboys**, and is now recording for Cat, Atlantic Records' subsidiary label. The first release by the group is due out this week. On the same Cat release is the first disking by the **Sheiks**, a young group from Norfolk, discoveries of **Frank Guida** who owns the Birdland Record Shop there. . . . "**Wild Bill Davis** at Birdland" is the title of an Epic LP due out on the market in April. The stompin' Davis Trio cut the package during an actual night on the stand at the New York jazz spot.

Jimmy Reed, VeeJay disk artist, opens at the Royal Peacock, Atlanta, Friday (25). On the same bill is **Little Walkin' Willie** and his band. The band has just cut its first wax under a new contract with Jaguar Records. Following his Atlanta date, Willie opens April 18 at the Comedy Club in Baltimore. . . . **Al Hibbler** opened Monday (21) at Detroit's Crystal Lounge for eight days. From March 29 thru April 3, he'll be at the Copa Casino in Buffalo. Hibbler is managed by **Lee Magid**. . . . **Freddie Mitchell**, formerly with Derby and Brunswick labels, has signed to do r.&b. instrumentals for Roost label. . . . Thrush **Joan Shaw** cut a date for Jaguar last week.

Deejay **George Woods** will head the "Rock and Roll Show of '55" due at the Met in Philadelphia April 29. Talent already booked includes **Varetta Dillard**, **Gene and Eunice**, **Little Walter** and the **Buddy Johnson** ork. . . . Another bake, billed as the "1955 Rock 'n' Roll Festival" has been set for the St. Nicholas Arena, New York, April 2. The **Rem Enterprise Company** is behind it. Talent includes the same Miss Dillard, plus **Red Prysock's** ork, the **Cadillacs**, the **Mellows**, **Otis Blackwell** and the **Joe Morris** ork.

Groove Records has just inked petite blues thrush **Maymie Watts** from Washington. Her first record is being rushed out this week. It's a cover on the **Rollie McGill** (Mercury) tune "There Goes That Train."

DEC. BIG FOR MUSIC SALES

WASHINGTON, March 19.—One-fourth of last year's sales of phonograph records, sheet music and musical instruments in department stores took place in December, according to figures just released by the board of governors of the Federal Reserve System. November was the next biggest month for these items.

According to the same report, radios, phonographs and television sets garnered 16 per cent of their annual sales at Christmas time. The November sales in 1954 came to more than 12 per cent of the annual sales of the items.

R.&B. BROADCASTS

H'wood Org To Regulate Wax Airings

HOLLYWOOD, March 19.—The formation of an organization that would determine regulations for the broadcast of rhythm and blues music loomed as a possibility here this week when disk jockey Zeke Manners, KFWB, Los Angeles, sent open invitations to all d.j.'s in this area to meet and discuss the problem.

Manners, one of a limited number of local disk jockeys in the area to promote rhythm and blues, hopes other d.j.'s will join him in placing r.&b. in its proper balance in the music field.

Manners points out that if individual jockeys would closely screen all r.&b. music and discard undesirables, the good material contained in the field would not suffer from a generalized ban.

The situation concerning the broadcast of rhythm and blues music was heightened here this week when disk jockey Peter Potter declared "that all rhythm and blues records are dirty and as bad for kids as dope."

Herman Band Bookings Set

NEW YORK, March 19.—Bookings already set for the Woody Herman band leave only 16 open days between now and January 1, according to Abe Turchin, Herman's personal manager. Included in this string is a solid 11 weeks at the Riviera, Las Vegas, Nev., commencing September 9. And Herman signed a three-year contract for repeat runs at the spot.

Turchin, for the past few years, has handled all the Herman bookings personally, but last week he turned that phase of the operation over to Joe Glaser's Associated Booking Corporation. He has turned all the one-nighters already booked over to Glaser for servicing.

Freed Joins Coral Label

NEW YORK, March 19.—Bob Thiele, Coral Records artists and repertoire chief, this week signed a contract bringing deejay Alan Freed to the label. The rhythm and blues jockey comes to Coral as an artist. Earlier reports that Freed would join Coral or Decca in an a.&r. capacity were unfounded.

Freed will do a series of albums and singles. The label will also record his "Rock and Roll" promotions, and may use him as background for other artists on the label—in the same manner that Coral uses Billy Williams. Thiele, however, pointed out that the label would be careful not to overdo this, and would avail itself of Freed's talents in this connection only where his name value and an additional r.&b. flavor is needed.

Freed's deal is for three years. He will work for an advance against royalties.

NEWS REVIEW

Camden LP Appreciation Set Is Solid

by JUNE BUNDY

NEW YORK, March 19.—Camden Records' new music appreciation series — probably sparked by the Book-of-the-Month Club's recent entrance into the field—might easily develop into the label's most profitable enterprise. The series has a promotion tie-up with NBC-TV's daily hour-long afternoon show "Home" that should add up to some healthy sales as the result of on-the-air plugs by the program's emsee Arlene Francis.

TCHAIKOVSKY: NUTCRACKER SUITE; SCHUBERT: THE UNFINISHED SYMPHONY (1-12") — An analysis by Arlene Francis. Camden Cal 256.

Miss Francis, who delivers the analysis-commentary on the LP, really gets around on TV, and she's been plugging the package consistently during her appearances, including her weekly stint on CBS-TV's top-rated panel show, "What's My Line?" In return, NBC-TV gets a printed plug on the album cover, which also features a radiant photo of Miss Francis.

Real Lessons

Content-wise, the LP is just what might be expected—elementary school-type music appreciation comments about the composers and their works, with special emphasis on human-interest biographical data. There is some music, of course, but it is strictly incidental.

Arlene Francis' chatty commentary is mercifully easy to understand compared to some mush-mouthed music experts. The simplified content of her "analysis" is completely acceptable, since the package is aimed at the housewife and beginning collectors. As such, it can also be used as a musical primer for youngsters.

WMGM Spreads Jobs Around With Ted Husing's Exit

NEW YORK, March 19.—The departure of Ted Husing from his daily two-hour deejay post at WMGM here has sparked a general re-shuffling of programming at the station. Rather than bring in a new spinner, WMGM is spreading the time around to its present talent roster.

Effective Monday (21), Ted and Rhoda Brown will broadcast an extra hour every morning, thus extending their time period from 7 to 10 a.m., taking over the 9-10 a.m. time slot formerly occupied by Carlton Fredericks' "Living Should Be Fun" program. Fredericks moves up an hour into the 10-11 a.m. time, heretofore reserved for Husing.

The sports spinner's 5-6 p.m. show time will be taken over by Phil Goulding's "Your Hits of the Week," which will run from 5 to 8 p.m. over-all. The Dick DeFreitas-Aime Gauvin record seg, "It's a Woman's World," also gains an extra hour, and will now be heard daily from 11 a.m. to 1 p.m.

Gale Regains Birdland Tour

NEW YORK, March 19.—The Gale Agency has landed the Birdland concert package again, and will book its next big tour. The Birdland package recently has been handled by Shaw Artists.

A European tour is in the works for the show this year, and Gale is building the biggest package name - wise that Birdland has boasted to date. Heading the troupe will be Count Basie, Sarah Vaughan, George Shearing, and—possibly—Dizzie Gillespie.

MUSIC AS WRITTEN

Bestway Opens Up New N. J. Plant . . .

Bestway Products, Inc., formerly located in Clark Township, New Jersey, officially opened its new plant Tuesday (15) in Mountainside, N. J. Bestway, a pioneer in the injection molding field, specializes in the manufacture of plastic materials. More than 300,000 records a day can be produced in the new plant, it is claimed. The firm is currently turning out Bell and Golden records.

Lonny Starr Clicks On Pulse Figures . . .

Lonny Starr's new deejay programs over WNEW, New York, are clicking rating-wise, according to the February Pulse figures. Starr's evening spot from 10 to 11 chalked up a 1.4 and a 9.0 share of audience, representing more than 50 per cent improvement over last year's rating of .9 and 1.4 for this time period. His new daytime show (2-4 p.m.) pulled a 3.1 rating and a 14.4 share of audience last month, as compared to a rating of 2.6 and a 12.7 share of audience in that period in 1954.

Marlow's Panart Wax for U.S., Can. . . .

Marlow Productions, Inc., American representative for Cuban Panart Records, is now making available a full catalog of Panart wax here and in Canada. Thirty 10-inch LP's will be issued immediately, retailing at $3.85 per. Two regular releases are planned monthly, according to sales chief Stan Steinhaus. A distributor web is now being lined up.

WGMS, Washington, Shuffles Staff . . .

Station WGMS, Washington, has announced staff changes in preparation for the station's future full-time operation on AM at increased power. M. Robert Rogers, president and general manager, will resume direct supervision of the sales staff, owing to the resignation of Dan R. Cavalier, vice-president of sales, who is going to start a distribution business for high-fidelity electronic products. Mrs. Theresa Rogers has been appointed to the newly created post of station manager. Another newly created position is that of promotion director, filled by Margot Phillips, public relations consultant.

M-G-M to Re-Issue 'Pirate' on LP . . .

M-G-M Records is re-issuing its sound track cast album from the Judy Garland-Gene Kelly M-G-M movie musical "The Pirate" as a 10-inch LP this month. The Cole Porter score was released by the label as a 78-r.p.m. set when the picture first came out in the late 1940's, but this is the first time it has been available as an LP.

New York

Robert Ascue, formerly Western and Midwestern sales manager for Remingtoo Records, has been appointed national sales manager of the label. . . . Goldswan Productions, Inc., signed to produce radio musical commercials for Cadet Dog Food, Wilson Excursion Lines and Veri-Thin Pretzels and a radio and TV jingle for April Showers cosmetics. . . . World Broadcasting System has released 26 half-hour weekly baseball programs to its affiliated stations. The series is designed to run thru the baseball series, winding up at World Series time.

Coral's **Karen Chandler** will open at the El Morocco, Montreal, April 9 for one week. **Jimmy Boyd**, Columbia's 15-year-old vocalist, has been signed by Universal-International to portray **Jeanne** Crain's young brother in the flick "The Second Greatest Sex." . . . Conductor **Tutti Camarata** returns to radio over ABC April 4. He'll conduct a 45-piece light concert ork every Monday night for a six-month period.

Balladeer **Burl Ives** has been re-signed by Decca Records for two years. . . . **Martha Glaser** continues as **Erroll Garner's** personal rep, with the pianist's bookings handled by **Joe Glaser's** Associated Booking Corporation.

As part of Decca's big dealer promotion on Spanish albums, the label has released three new packages. They are "Corrida," made up of Spanish bull ring marches and pasodobles by the Madrid Bullfight Band and the Spanish Air Force Band; Granado's "Danzas Espanolas," with **Alicia de Larroch**, pianist, and "Castles in Spain," with an orchestra conducted by **Frederico Moreno Torroba.**

Mamie Watts is co-writer on Mercury's new **Ella Johnson** record "Alright, Okay, You Win." . . . Henry Okun returned here this week after a 10-day deejay swing thru Camden, N. J.; Philadelphia, Maryland, Washington, Virginia, and Northern New Jersey.

Barbara Taggart, whose husband **Joe Taggart** operates the Taggart Miniature Circus, penned **Lorry Raine's** new Dot release, "Show Me the Way to Forget You." The Taggarts also make and distribute Calliope Records, with Mrs. Taggart, composer of "Calliope Capers," as the instrumentalist. . . . **Gasper Gulotta** was named national sales co-ordinator for Rich Records. . . . **Jack Mills** will attend the Southern division meeting of the Music Educators' National Conference in New Orleans from March 25 thru March 29. The Mills Music sales staff will exhibit a full line of Mills' educational publications at the meet.

Stanley Borden, formerly sales manager with Majar Records, has joined **Joe Leahy's** new Unique Record outfit in the same capacity. . . . **Dr. Jive**, deejay on WWRL, who is actually **Tommy Small**, is running a rhythm and blues promotion date at the Rockland Palace, New York, on Easter Sunday. . . . Savoy Records' **Freddie Mendelsohn** is on a promotion and talent hunting jaunt in the South.

Epic Records expects to add two men to its field sales force in the next few weeks. **Bill Nielsen**, sales manager for the label, will interview candidates at the forthcoming Music Operators of America meet in Chicago.

Alec Templeton is starred in a new transcribed radio series prepared by Allied Productions. . . . **Steve Clayton**, Columbia artist, has been signed by the General Artists Corporation, which has booked him for 10 weeks this spring. . . . The tune "Blue Mirage" is held in the B. F. Wood catalog, not in Mills, as some deejay labels have stated.

Buddy Wecht, formerly in promotion and personal management, has become professional manager of Warock Music. Firm is a member of the Cherio, Rytvoc, Pic, Campbell, etc., combine. . . . **Eddie Heller**, head of Rainbow and Riviera Records, has changed the name of his affiliated publishing firm from Kingshury to Nassau, Inc. . . . The cartoonist **William Steig** has been signed to do the cover art for Epic Records' new "Jazz Master Series." . . . **Hal Schlesinger**, who handles national distribution for Starlite Records and for **Marty Melcher's Arwin** label, is in from the Coast seeing distribs and jocks.

Savoy Records has just completed a new up-to-date catalog of its LP and EP repertoire. Included are approximately 100 LP's and more than 150 EP's. . . . **Oscar Cohan**, of the Associated Booking Corporation, has married model **Eleanor Raderman**. . . . **Jack Hook**, of Roost Records, and **Morris Levy**, of Patricia Music, Birdland and The Embers, took off with their wives on a three-week vacation. They intend to do some hunting and fishing on the Florida West Coast.

Milt Gabler, Decca Records' a.&r. chief, has signed **Lee Raymond** to a contract. Raymond is the lad who recently recorded "Foolishly Yours" for Sound Records, a Philadelphia label, which sold the master to Decca. . . . **Adelph Hoefner**, who leads a dance and polka band in San Antonio, was signed by Decca's **Paul Cohen** and will cut an album in Nashville next week. . . . **Hans Lengsfelder**, composer and Request Records exec, is on a European trip.

Larry Newton, head of the newly formed Treat Records, has just signed **Buddy Brown**, dubbed "Prince of the Blues," from Jattburg, S. C.

Sam Goody, giant discounter, plans to add other products than records to his mail order service. Goody is soliciting manufacturers for product info with newspaper advertisements.

Chicago

Disk jockey **Jay Trompeter**, WIND, last week put together a show for presentation before the Fair Teens Club, a fashion group for youngsters sponsored by the Fair Department store. Included in the show were the **Burton Sisters, Bill Hayes, Janet Brace, Eddy Fontaine, Frankie Lester** and **Richar Maltby**. All of the artists were in town on record jaunts or for appearances at the youth rally which took place Sunday (13).

The Four Aces leave Reno, Nev., March 22 for a tour thru England and Scotland. . . . **Two Ton Baker**, "The Music Maker," will emsee the annual Vanderburgh County Teleparade in Evansville, Ind., April 2 and 3. The show will last 10 hours. . . . **Yma Sumac** opens at the Palmer House April 13 following the current **Celeste Holm** show. . . . **Xavier Cugat** and **Abbe Lane** open at the Chez Paree March 22. . . . **Jimmy Featherstone**, former bandleader, has joined the production staff on WGN-TV in Chicago. . . . **Ralph Flanagan** and his orchestra on a one-nighter tour thru the East Coast beginning April 9 at Atlantic City, N. J.

Vic Damone, current at the Chicago Theater, was off the hill for a few days this week because of the virus bug. . . . The new team of singers for the "Breakfast Club" show are **Patricia Lynn** and **Dean Jones**.

Hollywood

Singer **Harry Babbitt** branches out into industry shortly, heading Lucky Pop Beverage Company, new firm that delivers soft drinks from a tablet. . . . **Micki Marlo**, currently at the Hotel Statler, signed to do four weeks of the **Steve Allen** "Tonight" show, beginning April 11. . . . **L. Wolfe Gilbert**, Coast chairman of ASCAP, left for New York Friday (18) to visit his mother, reportedly near death. . . . **Lawrence Welk** plays the huge Santa Ana Marine Base for Navy relief on May 24, with 35,000 tickets sold so far. Dance is to be held in a dirigible hangar, with capacity for more than 100,000. . . **Smiley Burnette** giving up one-nighters for a chain of Checkered Shirt drive-in sandwich shops. . . . **Buddy Bregman** will arrange and orchestrate the score for the **Mario Lanza** show at the New Frontier, Las Vegas, opening April 4. . . . **Joannie O'Brien** has rejoined **Cliffie Stone's** "Hometown Jamboree." . . . **Jana Mason** follows **Ella Fitzgerald** into the Mocambo March 29 for a two-week stand. . . . **The Hal White Quartet**, featuring vocalist **Clessa Williams**, is set at the Palm Springs Ranch Club thru May. . . . **Teddy Buckner** has been cast as a trumpet player in a New Orleans sequence of "Pete Kelly's Blues." . . . **Franz Waxman** has been set as musical director for the film version of "Mister Roberts." . . . **Peggy Lee** checked into Warner Bros. to begin recording tunes for her role in the **Jack Webb** film. . . . **Jerry Fielding** and his orchestra have a recording date Monday (21) with singer **Jeri Southern** to wax four sides for Decca. . . . **The Penguins** set for a shot on the **Perry Como** show. . . . **David Rose** sliced "Take My Love" for M-G-M after completing an album of **Gershwin** tunes. . . . **Julie London** has recorded an album for Bethlehem Records, with music by **Bobbie Troup**. . . . **The DeMarco Sisters** headline at the Flamingo, Las Vegas, with music by the **Teddy Phillips** ork.

Motorola Earnings Show 7% '54 Gain

CHICAGO, March 19.—Motorola, Inc., this week reported its net earnings for 1954 were 7 per cent over 1953. In the annual report, Paul V. Galvin, president, said Motorola was shooting at a sales volume of $225 million for 1955, approximately $20 million over 1954.

Net earnings for 1954 were reported at $7,572,000, amounting to $3.91 per share. Sales for 1954 added up to $205,226,000, second only to $217,964,000 in 1953, the all-time record for the firm. Lower dollar volume was blamed on lower price structures.

'Pleasure Dome' Score to Raphael

HOLLYWOOD, March 19.—Score for the upcoming Broadway musical titled "Pleasure Dome" was nabbed here this week by Fred Raphael, president of the publishing company that bears his name. Acquisition of the show marks the first Broadway musical that Raphael will publish since he exited the Disney music firm to organize his own company in 1953.

Songs are currently being prepared by Jack Lawrence, with singer Lillian Roth signed to headline the show this week.

'CONCERT' CUES DECCA PROMOSH

HOLLYWOOD, March 19.—When Decca Records says "Concert in the Sky," they mean just that.

The upcoming release of an album by the Teddy Phillips orchestra titled "Concert in the Sky" gave vent to a promotion literally tailor-made for the wax. Album, a musical fantasy, features excerpts of pieces made famous by band leaders who have passed away, i.e., "I Can't Get Started," the Bunny Berigan standard.

Decca Records will preview the album for Los Angeles disk jockeys next week—in the cabin of a chartered plane en route to the Flamingo Hotel in Las Vegas where Phillips is currently working.

Stars at Chi Rally Pull 30,000 Kids

CHICAGO, March 19.—Recording stars attracted more than 30,000 teen-agers at the largest gathering of its kind here. Half of the kids who attended the city's first Youth Rally squeezed into the auditorium of the International Amphitheater; the remainder watched the show in other sections of the building via closed circuit television.

Disk jockey Howard Miller emseed the affair. Artists who attended included the Three Chuckles, Frankie Lester, the Fontane Sisters, Bill Hayes, Eddie Fontaine, June Valli, Julius La Rosa, Ralph Marterie, Dick Maltby, David Carroll, Buddy Morrow, Archie Bleyer and his wife, Jan, of the Chordettes. Sponsors were Kiwanis International and The Chicago Daily News.

S&S Buys Golden Spots on ABC-TV

NEW YORK, March 19.—Simon & Schuster, on behalf of its Little Golden Records wing, has purchased a series of spots on ABC-TV to plug specific Golden record issues.

Initially, the book publisher has purchased 32 spots over a 13-week period on "Romper Room," a daily moppet show, and the first plugs will involve Golden's "Walt Disney Song Parade." This is an eight-record box item retailing at $3.95.

If the effort pays off on this package, S&S will follow up with a similar promotion for its eight-record "Instruments of the Orchestra" package.

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"Strange Lady in Town"

Recorded by
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Cleve. DJ's Ban Randle's 'Firsts'

• Continued from page 18

claim, Randle receives new releases as much as two weeks ahead of other stations in town.

Business, as well as principle, is involved according to jockey Finan, who observes that sponsors are beginning to wonder why the other spinners don't rate with the record industry. Local dealers, too, are said to be miffed, because Randle sometimes causes a demand for disks before they're in stock.

Meanwhile, local record distributors are in the middle. Their story is that Randle's "firsts" are handed out by New York record execs, who contact the jockey during his weekly Saturday appearance over WCBS in Manhattan. In line with this theory, it has been reported that some New York deejays are beginning to cry "no fair" over releases going to Randle first.

N. Y. Jockeys

Jack Lacy of WINS for one has been having his troubles with his "Review of New Releases" (culled from past week) show, which is aired from 12 noon to 2 p.m. on Saturdays. If Randle plays a release first the same afternoon, then it never gets an airing over Lacy's Saturday show, because he thinks a seven day wait takes the platter out of the "new release" category. Otherwise, tho, Lacy says he doesn't really care when he gets releases.

Randle debunks the New York story, pointing out that he seldom if ever plays a new release in Manhattan that the other stations haven't already received, because it takes a new record so long to get a hearing there.

A side-light to the Cleveland controversy is that Joe Finan's station WJW recently set up its platter programming under a new system, whereby the station concentrates the bulk of its spins on the 40 top local record sellers. According to station manager Jack Kelly, WJW now works with a basic library of only 60 records (at one time, since the list changes constantly). Consequently the station now only uses about 1 per cent of its library.

Kelly Formula

The formula, Kelly believes, is an ideal audience-builder, since sales figures prove these disks are what the public wants to hear.

WJW has been somewhat controversial itself lately, being the only station in town that didn't go along with the ban on Etta James' "Wallflower" record. Kelly, who pioneered r.&b. disks here with Alan Freed's "Moondog" show, said he decided to play "Wallflower" only after making a survey of local teen-agers, who told him they didn't think the lyrics were dirty, and that their primary interest in r.&b. anyway is the beat. "Moondog House," with another deejay at the helm, is still broadcast over WJW nightly from 11 p.m. to 2 a.m.

In addition to Joe Finan, Cleveland deejays endorsing the ban on "Randle-firsts" include Tom Carson, WJW; Bill Gordon, WHK; Bill Mayer, WTAM; Hal Morgan, WGAR, and Bob Forster, WSRS.

Smith Quits WLW

• Continued from page 18

months ago to direct operation of both WLW Promotions and the other Crosley affiliate, Olympus Films.

Tendering her resignation at the same time as Smith was his chief assistant, Betty Blake. Smith says he originally turned in his resignation in January but at that time Crosley officials asked him to take time to reconsider. Smith's duties at WLW Promotions, Inc., especially concerning fair bookings, will be assumed by Bill Querner, veteran Crosley employee and for the last three years an assistant to Smith.

Another resignation hit the Crosley bopper this week when Willie Thall, long-time emsee of WLW-T's "Midwestern Hayride," asked to be relieved of his duties on that show due to ill health. He has been under a physician's care the last 10 months. Thall will continue his appearances on the Ruth Lyons "50-50 Club" on WLW television and the "Bill Thall Show" on WLW. Another factor in his resignation was that his duties with the latter shows prevented him making the necessary personals on fairs with the "Hayride" opry.

Thall has been replaced on "Midwestern Hayride" by Hugh Cherry, veteran of the country and western field, who joined WLW two months ago to take over the reins of the radio version of "Hayride."

To Untie a Knot

• Continued from page 17

A preliminary meeting on standards between MRIA and RIAA representatives last November was inconclusive.

Reports Ready

Due to report at the special MRIA get-together Thursday (24) are four subcommittee heads working under the general direction of Bob Leon, of Brush Development, who chairmans the standards group.

The subcommittee headed by C. J. Lebell, of Audio Devices, will recommend a set of procedures for getting information from manufacturers and instituting standards.

A group led by Russell Tinkam, of Ampex, will report on the result of a preliminary survey aimed at setting up standard playback curves for all tape speeds.

Arnold Hultgren, of American Molded Products, chairmans a group which has explored the question of standardizing tape reel dimensions.

The subcommittee led by Clarence Sprosty, of Brush, will suggest standards for track and head placement on recorders and playback equipment.

Next week MRIA will launch a new membership drive with letters mailed to about 65 manufacturers not among its present membership. The next annual meeting of the association will be held in Chicago in May. MRIA president is Joe Hards, Magne-Tronics.

Indie 'Mergers'

• Continued from page 17

$5.95 was the LP standard, some indies found it possible to compete by maintaining this list largely as a theoretical peg, but still offering dealer incentives via more-than-normal discounts. With the majors now marketing 12-inch vinyl at $3.98 and $4.98, this profit incentive for dealers and distributors is no longer as attractive.

Distributors who have found it difficult to move indie LP merchandise in the face of this heightened competition have relaxed their promotional efforts for this largely esoteric merchandise in favor of faster-moving items. This has left these diskeries with even smaller market representation than before. In some territories, particularly in the South, they have never enjoyed adequate distribution.

In major areas, especially in this city, many indies have sold larger retailers direct as house accounts. It is considered likely that more of this direct-to-dealer selling will now be the pattern everywhere. By vaulting distributor middlemen these indies hope to keep their dealer prices low enough still to provide sufficient stock incentive.

Other independent manufacturers are known to be watching the Haydn Society-Urania move with unusual interest.

GLEASON SAYS 1 MANDOLIN IS GOOD, SO USE 30

NEW YORK, March 19.—Jackie Gleason never uses one TV chorus girl where 10 will do, and his Hippodrome-type production philosophy has now been extended to his forthcoming Capitol album, which features 30 mandolin players.

Capitol is releasing a side from the album this week as a single, featuring two standards wrapped up in Gleason's "new sound." Mandolin players being comparatively scarce these days, the comic still managed to include tenor and bass mandolas in the 30-instrument line-up, along with an alto oboe (the oboe d' amore) and cellos. Gleason is scheduled to give the single record a big send-off on his CBS-TV show April 2. The album will be released later this spring under the tag "Lonesome Echo."

ASCAP, Ops Agree On Fee Status Quo

CHICAGO, March 19.—During a conference recently between the American Society of Composers, Authors and Publishers and representatives of the National Ballroom Operators' Association and the National Association of Amusement Parks, Pools and Beaches, ASCAP representatives reported that the music royalties from ballrooms and amusement centers have dropped considerably, necessitating an increase in prices.

However, after pro and con discussions, it was unanimously agreed that this was not the time to consider raising prices or royalty rates, which resulted in shelving the discussion pending results of a survey to be made shortly by ASCAP.

Starr to Rep U. S. Music in Europe

NEW YORK, March 19.—Ben Starr, well-known music business attorney, will settle abroad shortly to represent American music interests in Europe. Starr sails on the Ile de France April 6 and will headquarter in either London or Paris.

Starr's move, of course, is indicative of the growing internationalization of the music business. According to present plans, Starr, who has been an attorney for 23 years, will give up the practice of law and devote all of his time to representing publishers and record manufacturers. A good part of his time, he said, would be spent in securing European songs for American publishers and placing American songs with European publishers.

R.&B. Tunes Boom

• Continued from page 18

of Stone" (11th), and "Rock Love" (22d).

Other r.&b.-style disks on the national retail chart are Victor's Perry Como etching of "Ko Ko Mo," the Penguins' "Earth Angel" on Dootone, the late Johnny Ace's "Pledging My Love" on Duke, Lavern Baker's Atlantic disk of "Tweedle Dee" and Bill Haley's Decca disk "Mambo Rock." Haley has been notably successful with r.&b. and had a smash seller in "Shake, Rattle and Roll." Atlantic, more than any other label, is credited with sparking the entire trend pop-styled r.&b.

Meanwhile, there has been no apparent slackening of pop-r.&b. styled releases. Within the last week, some of the disks which have been released include Frank Sinatra's "Two Hearts" on Capitol, Hilltoppers' "The Door Is Still Open" on Dot, Don Cronell's "Door Is Still Open" and "Most of All" on Coral, Fontane Sisters' "Most of All" on Dot, Doris Day's "Two Hearts" on Columbia, Johnnie Ray's "Flip, Flop and Fly" on Columbia and ditto by the Goofers on Coral.

Holiday Firm for Pop, Jazz Records

HOLLYWOOD, March 19.—Holiday Records, headed by screen writer Bill Bowers, Ed Thraser, Russell Wade and Ray Corliss, was formed here this week, with immediate plans calling for release of wax in the pop and jazz fields.

Firm has already signed four artists, Sam Alessi, Dolores Frazinni, Peggy Dietrick and the Travelers. First release by the new indie, titled "Cactus Valley," is from the Columbia picture "Tight Spot," and is published by Columbia Pictures Music Corporation.

Company will release its wax thru the newly formed Record Releasing Corporation, headed by Johnny Bradford.

Bowers disclosed plans in the offing for albums to be recorded by screen stars Dick Powell and Ginger Rogers, tho no firm commitment had been made yet by the artists.

Thesaurus Offers Merchandise Plan

NEW YORK, March 19.—RCA Thesaurus is offering its local radio station subscribers a new merchandising plan for sponsors, keyed to the slogan "Shop at the Store With the Mike on the Door."

The merchandising kit includes spot announcements (plugging the slogan) recorded by Nelson Eddy, June Valli, Freddy Martin, Sammy Kaye and George Melachrino; special display material for station advertisers with copy tying the "Shop at the Store" theme in with each station's call letters; station ad mats; art work for sponsor retail ads, and a Thesaurus promotion kit which shows stations how to publicize the plan locally.

Juke Styled Rack Boosts 1-Stop Till

MILWAUKEE, March 19. — A counter display rack for 45 r.p.m. disks, arranged by listings similar to those used on the late model juke boxes, is responsible for a 25 per cent boost in coin machine operator's one-stop volume at the Music Mart, according to a Milwaukee disk retailer, Barny Kuehn.

Dimensions of the display unit are 30 inches deep and 16 feet long, with the rack holding a total of 125 records. Made of plywood, the rack holds five tiers of records.

Kuehn says he is now able to arrange disks in the categories familiar to juke box operators.

Some 'Waltz'

• Continued from page 17

it several years ago as "Cherokee Waltz," is now doing the translated version on Columbia.

As "Jim, Johnny and Jonas," the ditty was Germany's biggest hit since "Lili Marlene" several years ago. It was recorded there with the Hula Hawaiian Quartet on the Deutsche Grammophon label.

European rights to the song were acquired from Johnny Bond by Reuter & Reuter Forlags AB., of Stockholm, Sweden, some years ago, and this firm placed it with Dr. Hans Gerig of Cologne, Germany, five months ago. Bond wrote the lyrics for both versions.

STANLEY KEEPS RECORD INTACT

HOLLYWOOD, March 19. —Hal Stanley, personal manager to singer Kay Starr, boasts the enviable record of never having missed a recording session in which Miss Starr performed.

Currently recovering from recent surgery, Stanley was put to the test this week when RCA Victor's artist and repertoire chief, Joe Carlton, arrived here and scheduled a session for the singer.

Stanley made the date, and with the help of a bed set up at the studio, rested between takes.

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HOCUS-POCUS

By BILL SACHS

"I WAS much interested in Bob Nelson's idea re the establishment of a magic museum by the International Brotherhood of Magicians, as outlined by him in your column recently," writes Willard S. Smith, of Holden, Mass. "When national fraternal and academic organizations are having a time trying to collect a dollar per member, etc., for homes, museums and such," continues Smith. "I'm afraid a magical society would have a hard time collecting enough to put in a foundation. However, the question of a magic museum has been in the minds of many of us for some time. So, for the information of all magicians interested, the Society of American Magicians has an Archives and Museum Committee which has been studying the idea from all angles. And there are plenty! I think I speak for the committee, of which I happen to be chairman, when I say that the project is too big and intricate for any one group to do very much with. The IBM muffed a wonderful chance when Bill Durbin's Egyptian Hall at Kenton, O., was on the market. That could have been an IBM shrine. But to build and maintain a museum . . . well, we can dream can't we? Incidentally, magic does have a museum with every certainty that it will grow. It is at the Ringling Museum of the Circus at Sarasota, Fla. I visited it last month and was pleased with the start that has been made. They have the Worthington, Chambers, Oursler, and McManus (Larsen) collections, or much of them, and plan to build accommodations to display more of them in the near future. This museum, I would point out, is State subsidized, and that makes a difference! Anyway, let's keep alive the idea of preserving that which is worthwhile in magic. There is so much more to it than just the latest trick."

• • •

CLARKE CRANDALL (The Senator) played a repeat on the "Garry Moore Show" over the CBS-TV network last Friday morning (18). Warning of the Senator's second appearance on the Moore TVer came to us via a postcard which hit our desk last week. It read: "Don't say we didn't try to warn you that Clarke (The Senator) Crandall will appear again on the Garry Moore show, which only indicates one thing to us—they must be getting pretty desperate at CBS. You will be able to miss tuning in on CBS March 18 at 10 a.m. EST. This admonition was sent out as a public service by the Senator's best friend—himself." . . . Word comes from London that Chris Charlton, eminent British magician, is gravely ill in that city and that his present retirement may be permanent. . . . Charles T. Jackson (Great Jaxon) postals from Webb City, Mo., that he's been keeping busy at hotels, schools and clubs with his revamped turn featuring lots of silk and illusions (Oriental). "What's become of Will Rock and Wormald, the Oklahoma City trixster?" he queries. . . . American magicians slated to invade England in May include Dai Vernon, Faucett Ross, Ade and True Deval, Frances Ireland, Jay Marshall and Channing Pollack. . . . John Calvert is back in the U.S.A. after an extended stay in Australia, and has just finished a picture for Warner Bros. called "The Silver Chalice." . . . Vanteen the Magician, who since November has been working at a private club in Chicago as a party decorator and entertainer, or as Van puts it, "glorified waiter," left there last week for Deming, N. M., to join the Clyde Beatty Circus, where he'll do magic in the Side Show the coming season. . . . International Brotherhood of Magicians members on the sick list are E. H. Vilter (Zippy, the Magic Clown), 6133 Dakin Street, Chicago 34; Lieut. Col. David S. Anderson, Ward 8, U. S. Army Hospital, Fort Belvoir, Va., and Mrs. Jeane (Hugh) Burnett, 40 East Norman Avenue, Dayton 5, O.

BURLESQUE BITS

By UNO

Ann Arbor, who was booked by Dave Cohn into the Club Samoa, New York, March 11, for an indefinite stay, will have cause to remember that the Famous Door nitery adjoining is not the Samoa. It all came about when she mistook one for the other for the rehearsal. . . . Don Pickles, comic-emsee, according to Cy Messitte, is in his ninth week at the Club Mirror in Washington. . . . Albert G. (Bozo) Baugh sends word that on March 7 in Suey Welch's Sport Club in Los Angeles, Johnny Maloney, straight man at the New Follies, was selected to head a fund toward the purchase of a marker for the grave of J. C. Jack located in Norwalk, Calif. He urges contributions be sent either to Maloney or Bob Biggs at the New Follies. . . . Comedian Danny Evans, pianist Joe Geisler and singer Ann Crews are the principals in a new cocktail lounge act billed as "Guys and Gal" now being exploited by all bookers. . . . Jessica Rogers is convalescing at her home, 1610 Virginia Avenue, Tampa, after a major operation. Friends are asked to drop her a line. . . . A new nitery, the Cork Club, opened in Miami last week with eight strips including Hazel Lee, Austine Merrill, Doris Althea, Marcy Bloine, Mona Ludwig, Jean Floder, Jean Mason and Kay Martin, backed by musicians Link Andrews and Bill Merrill. . . . Vesta (LuVeeta) Vorhees, stripper, and her husband, Jay Thomas Fisher, concession operator, send word from their St. Louis home of the recent arrival of a new member of the family, Rosemary Avilla. Their son, Duane LeRoy, is registered in a local school. . . . Betty Meyers is back in a new gadget costume shop of her own in New York.

• • •

Jan Cafara, talking woman and strip, is a newcomer on the Hirst wheel from many engagements in Western theaters, including houses on the Milt Schuster circuit. In private life she is the wife of Larry Kane, house singer at the Hudson, Union City, N. J. . . . A note from Mrs. Eddie (Beatrice Gay) Laurie to booker Meyer North tells of the death of Walter (Wolly) Sharples, 63, long-time burly straight man and later in vaude, on March 6 from cancer at his home, 63 Burbank Street, Boston. For many years he was one of a trio, the other two members of which were George Shelton and Al Tyler. More recently he was teamed up with Charlie Naples. Surviving is his widow, Helen Moon, former dancer, now a booking agent. . . . The Beretania Theater in Honolulu features Orchid Kainoa, burly's newest strip. Same locale has Rita Ravell headlining since January 5 at the Blue Note club operated by Ed Sarten, who also owns the Brown Derby nearby. Other principals at the Blue Note are Malami Taylor, female impersonator; Lani Harper, vocalist, and Charles Santos, ork leader. . . . Song writer and pianist Roy Walker's latest ditty, "I Found a Peach on Miami Beach," is being adopted as the official song at Miami Beach. Emil Coleman's ork at the Bulmoral Hotel at the resort is playing it on the Mutual Broadcasting System. . . . Tom Dugan, 66, former burly comic, was killed in a car crash at Reofanos, Calif., on March 8. . . . Raye Motte, of the burly and vaude team of Raye and Pedro, the "Brazilian Nuts," operates an eatery in Louisville when he is not entertaining or busy boosting in behalf the many members of the Mary Mack fan club. . . . Kitty Roth is now wardrobe chief of the General Motors Motorama show that plays San Francisco from March 26 to April 3.

RESTLESS PEOPLE

• Continued from page 3

and the Roman Catholic Church. . . . Bert Lahr has been signed for the "Colgate Comedy Hour" of March 20, joining Gordon MacRae. Alixe Gordio, formerly casting director for "Norby" and "Studio One," has joined the Henry C. Brown talent agency where she will take charge of the TV dramatic department. . . . Randall R. McMiflan, manager of purchasing for RCA Communications, Inc., has been appointed purchasing agent of NBC. . . . Jack Sterling, ringmaster on CBS-TV's "Big Top" circus show, became a father for the second time with the birth of a daughter.

Confused TV

• Continued from page 2

say anything. With spots you can concentrate on products and places." Also, he said, things are getting pretty much on a two-week notice basis, making for increased flexibility. He has spots scheduled at present on 133 radio stations and 70 TV stations in 37 markets.

For the same amount of money, he said, he can get five times the commercial time on spots that he could get with network television. In other words, for what it would cost him to get three minutes of time on a network show, he can get 15 minutes of spots—and pick his places. Colson also said that the cost of spot buying has gone down to about 85 cents a thousand, whereas the average for a network show would be about $5 and some of the bigger ones would run up to around $25.

The meeting here wound up with a closed session on radio-TV at which a new technique for measuring sales impact of advertisements and commercials was presented. The technique, developed by Dr. George Gallup, is designed to show whether the advertising tested actually created enough new customers to hold and improve its companies' competitive position.

Other speakers were George Fry, NBC vice-president, and Rodney Erickson, vice-president of Young & Rubicam, Inc.

NARTB Confab

• Continued from page 2

chairman of the counterpart committee in the House.

Gov't Day Program

Interest in the unique upcoming Government Day program will be heightened by attention already being given to industry problems on Capitol Hill and at the FCC. In all likelihood, the Senate Interstate and Foreign Commerce Committee under Senator Magnuson will have progressed deeply into its upcoming hearings on the broadcasting industry by the time the NARTB convention opens.

Engineering sessions will be held May 25 and 26. A section of the program dealing exclusively with the radio will stress the following subjects: "Automatic Operation of Program Devices," to be discussed by A. H. Lind, of Radio Corporation of America and Phil Smaller, of Amtex Corporation; "Remote Control of Stations, Both Directional and High Power," to be discussed by A. Prose Walker, manager of NARTB's engineering department; potential technical economies in transmitter design and current FCC proposals involving engineering.

Bye Again

• Continued from page 3

show will move to New York, and possibly there might be a change in the show's format. It is also likely that there might be a change in the staff of the present show which has Tommy Bartlett in the role of emsee, and Bob Cunningham as announcer. Reports have been circulated locally, however, that several name personalities have been considered for the emsee chore. It is definitely known tho that Bartlett is still under consideration to remain in his post.

THE FINAL CURTAIN

BALES—Jae Jean (Pete),
Veteran musician and concessionaire, March 16 in Veterans' Hospital, Omaha, of a heart attack. During World War II, he was arranger for the 15th Infantry Army Band. Survived by his daughter Jene; his father, E. W. Bales, College Springs, Ia.; a brother, Pat, Searcy, Ark., and a sister, Mrs. Rachel McWhorter, Kohoka, Mo. Burial, March 14 in College Springs.

BERGER—Leon,
72, retired theatrical agent, March 12 in Atlantic City (N. J.) Hospital. He was best known as manager of the old American Theater, a Jewish repertory theater in Philadelphia. He was also credited with staging the first stageshows at Philadelphia's Metropolitan Opera House after it opened following World War I. In later years he worked as an agent for choirs and cantors. Surviving are his widow, Nettie W.; two sons and two daughters. Services March 15 in Philadelphia, with burial in Montefiore Cemetery there.

BOHLER—George P.,
90, veteran circus musician, March 11 in Augusta, Ga. For many years he played cornet and flute in the Barnum & Bailey Circus band. Survived by two sons and a half-brother.

CAMPBELL—Stanley,
president of Preble County Fair, Eaton, O., recently. (Details in Fair section.)

CAPPEL—Carl,
82, father of Dwight Cappel, music director of Station WWSW, Pittsburgh, March 5 in that city.

CATES—James Marvin,
66, for many years electrician at the Poa Theater, Atlanta, March 10 in that city. Survived by his widow and a sister. Burial in Westview Cemetery, Atlanta.

DIAMOND—Mrs. Molly,
57, former show-girl and night club operator, March 12 in Wildwood, N. J. In show business for 20 years as a singer and dancer, she performed on the Keith circuit and appeared in the "Mother Goose Revue" with Eddie Cantor. In recent years she was associated with her husband, Jack, in the operation of night clubs, including the Martinique Cafe and previously the Riptide. In addition to her husband, a son and a sister survive. Services March 15 in Wildwood, N. J., with burial in Cold Spring (N. J.) Cemetery.

OHEEN—Dana E.,
concessionaire at Buckeye Lake, O., March 8, of a heart attack. He was a member of the Ohio Showmen's Association. Survived by his widow, Leola, and a daughter, Mrs. Joseph Kern.

GOLDSCHMIDT—Oscar A.,
former conductor of the Royal Opera in Kassel, Germany, March 11 in New York. He was a nephew of Jenny Lind, "the Swedish nightingale." His widow survives.

HEIDT—Mary,
86, mother of bandleader Horace Heidt, recently in Alameda, Calif. She suffered a stroke a month ago.

HYTTEN—Olaf,
67, character actor, March 11 in Hollywood, of a heart attack. He had appeared in repertory in England in 1914, prior to coming to the U. S., where he has appeared in a number of motion pictures and TV films.

IKERD—Perry,
64, veteran motion picture executive, March 10 in Twentynine Palms, Calif. He had been associated with films for many years as production, unit and business manager for 20th Century-Fox as well as Walter Wanger and various independents. His last Hollywood assignment was as production head for the screen version of "Oklahoma."

JENSEN—Louis,
73, eminent Danish cellist, March 4 in Copenhagen. For several years he was a member of the Royal Opera Orchestra, but owed his renown to his playing of chamber music with his trio or quartet.

JONES—Mrs. Gloria,
56, performer with Siebrand Bros.' Shows, recently in Phoenix, Ariz. Survived by her husband, William F., a son, Irvine S. Carruthers, New York, and two sisters in England. Burial in Showman's Plot, Greenwood Memorial Park, Phoenix.

KEEGAN—Michael (Buck),
88, old-time showman, recently in Veterans' Hospital, Wadsworth, Kan. For many years he performed a whipcracking act on various circuses and carnivals. Burial in Veterans' Cemetery, Wadsworth.

KINDLER—Frank X.,
long-time circus fan and organizer of the Minnesota group of the Circus Fans Association, at St. Cloud, recently. He was a retired florist. Surviving are his widow, Mary; daughter, Mrs. P. B. Harmon Jr., Charlotte, N. C., and a son, Frank, of Los Angeles.

KOLMAN—Anton (Tony),
bandleader and musician, recently in Butte, Mont. He was vice-president of the Butte Civic Concert Symphony. Survived by his widow and four sons.

LAKE—Mayhew,
75, veteran composer and music arranger, March 16 in Palisade, N. J. He started his career playing violin and piano in vaudeville and at 16 joined the Boston Symphony Orchestra. He wrote arrangements for musical comedies of Victor Herbert, George M. Cohan and others. For 35 years he was associated with Carl Fischer, Inc., music publisher, as editor in chief of band and orchestral music. Among his compositions are "The Evolution of Dixie," "Love Suite," "Indian Summer Suite," "The Evolution of Yankee Doodle" and an opera, "Salem." Survived by his widow; two sons, William and Mayhew Jr., both musicians, and a daughter, Suzanne Lake, an actress now in "The King and I."

In Loving Memory
Of Our Son, Father and Brother
T. P. LEWIS JR.
who passed away March 20, 1950.
Expressed by
Mr. & Mrs. Ted Lewis, Georgina Lewis, Jackie Burns, sisters Dorothy Hill & Lucile Dubrowsky

LASSEN—Anna,
76, one of Denmark's leading actresses, March 5 in Copenhagen. After retiring from the stage in 1909 she became an evangelist and was well known in that work thruout Scandinavia.

MERAN—Frederic,
57, formerly executive producer of Cambridge-Meran Productions, recently in Milan, Italy. He had financed several art film productions and held residual interests in several motion picture and TV properties.

MILLIGAN—Ted,
former side show manager and ticket seller, March 5 in Cleveland. He at one time worked on John Robinson, Christy Bros.', King Bros.', Kelley-Miller, Wallace Bros.' and other circuses. Survived by his widow, Dorothy, a son, Ted Jr., and a daughter, Patty.

NICHOLS—Mrs. Jane,
wife of E. L. Nichols, March 4 in New Kensington, Pa., of a heart attack.

PARKER—Charlee (Yardbird),
33, the jazz and bebop saxophonist, March 12 in New York. (See Music department for details.)

PODEYN—George J.,
64, manager of Station WHJB, Greensburg, Pa., March 8 in that city. He joined WEAF in New York in 1923 and helped develop a plan for radio network. Later he became sales manager and then Pacific Coast manager for NBC. He also opened NBC's Chicago studios. He was one of the first men to sell radio broadcasting time and at one time headed the broadcasting section of Batten, Barton, Durstine & Osborne, ad agency. His widow and two sons survive.

POLI—George,
descendant of a famous New England theatrical family, March 13 in a New Haven, Conn. hospital. He was publicist for Skating Vanities and Dancing Waters. (Details in Outdoor section.)

PAYN—William,
secretary-treasurer of Preble County Fair, Eaton, O., recently of food poisoning. (Details in Fair section.)

RADZINSKI—Stanley B.,
57, for more than 26 years a Polish language radio announcer and commentator in Philadelphia, March 14 in that city. He was on the staff of WJMJ at the time of his death and formerly was associated with WDAS. Surviving are his widow, Stella; a son and four daughters. Services March 15 in Philadelphia and burial in St. Peter's Cemetery there.

RILEY—Patrick (Pat),
58, veteran showman, February 26 in Las Vegas, Nev. Survived by a stepdaughter. Burial in Arizona Showmen's Rest, Phoenix, Ariz.

ROWLAND—Edward C. H.,
72, lyric writer who wrote the original words of the World War I song, "Mademoiselle From Armentieres," March 12 in Surrey, England. He wrote the song with a Canadian composer, Lieutenant Gitz-Rice, while being served in a cafe in Armentieres.

SHARPLES—Walter,
former vaude actor, March 6 in Boston. Survived by his widow, Helen. Burial in Mount Pleasant Cemetery, Boston.

STERN—Miroslava,
25, Czech movie star, recently in Mexico City.

TCHEN—Dian Yn,
66, performer with the Ringling Bros.' and Barnum & Bailey Circus, recently in Sarasota, Fla. He joined the circus in 1838 and appeared with the Naitto Troupe, high-wire act. In 1848, he started his famed dog act with the Hamid-Morton Shows. He had also appeared with the USO. His widow and five daughters survive. Burial in Manasota Burial Park, Sarasota.

VAUGHAN—Dorothy,
65, actress and former musical comedy star, March 15 in Hollywood. She made her debut in 1804 as a soloist with John Philip Sousa's band, played in vaudeville, on the Broadway stage, in movies and on radio. She was known in private life as Dorothy Vaughan Cannon.

WATSON—E. Brooks,
52, director of news and public affairs for radio Station WMBD, Peoria, Ill., of a heart attack just before his 12 p.m. news broadcast March 17. Watson joined WMBD in 1837 after serving on The Pekin Daily Times, Peoria Journal Transcript and Peoria Star. During World War II he was chief of the Army's radio section in the European theater of operations. He was a lieutenant colonel when he returned to the States in 1944. Survivors include his widow, Beth.

NBC to Extend

• Continued from page 2

tion, the web has had sponsorship problems with both the Sunday spectacular and the Tuesday hour. Hazel Bishop has owned pieces of both shows and has differed most with the web. Reynolds Metals, however, which is sponsoring three Sunday spectaculars this season, has apparently indicated it would not renew.

Should these "color spreads" sell as easily as the web expects, it is very likely that NBC's newly blueprinted Sunday afternoon spectaculars will also be made available on the same basis, unless a bankroller who wants the whole show can be found. Maurice Evans will headline the Sunday afternoon show. Hallmark is said to be interested in picking up a portion of this tab.

Hamid Buys Special Comics for Ballyhoo

Will Distribute Thousands of Books To Whet Steel Pier, Trenton Interest

NEW YORK, March 19.—Comic books with special story lines and art work will be distributed in the thousands this year by George A. Hamid to promote patronage at the New Jersey State Fair, Trenton, and the Steel Pier, Atlantic City.

The promotional aids, especially produced by Custom Comics, New York, are three and one half by five and one half inches in size, contain 16 pages and are printed in four colors. Included on the front and back covers are special imprints documenting events, locations, dates and special features.

Hamid will use a minimum of 50,000 books to ballyhoo the New Jersey Fair. This book has been especially prepared for and will be offered to fairs generally. The story has to do with an average American family visiting a fair with the father of the group documenting the improvements made by annuals since he was a boy. All aspects of a modern fair are treated with emphasis on the educational and agricultural benefits offered by a good community event. President Eisenhower will be depicted with 4-H and FFA groups.

For the Steel Pier, Hamid will use from 500,000 to 1,000,000 of the booklets. This involves the production of a book especially for the Atlantic City showplace. The story has to do with a family group bound for Atlantic City encountering Hamid. The history and current workings of the amusement center are brought out as the story develops and Hamid is finally revealed as the owner-operator of the pier.

Publisher of Custom Comics is

(Continued on page 44)

Death Claims George Poli, Show Publicist

EAST HAVEN, Conn., March 19.—Promotion man George Poli, of Skating Vanities and Dancing Waters, Inc., died unexpectedly early Sunday (13) in the Hospital of St. Raphaels, New Haven, after having undergone major surgery earlier in the week. He is believed to have been in his early 50's.

Poli, nephew of F. Z. Poli, came from a famous New England show family. His father and uncle founded the Poli theater chain, and his early years were spent in various phases of theater business.

During the 10 years of his marriage to Margaret Daphne (Dee) Poli, his wife, the couple beaded the Skating Vanities promotional and publicity organization, also performing similar duties for Hippodrome productions and Dancing Waters. For a brief period during the span Poli did promotion work for Holiday on Ice.

An earlier association was with the Frank Wirth theatrical firm.

Besides his wife, Poli is survived by a sister, Mrs. Jo De Matty of East Haven. The funeral was held Tuesday morning (15) from St. Anthony's Church.

GOP's Bingo Plan Moves Ahead in N. Y.

ALBANY, N. Y. March 19.—The Republican plan to legalize bingo in New York State, much slower than its Democratic counterpart, moved closer to enactment this week by being reported out of the finance committee of the State Senate. It was hoped that the Senate would vote on the measure next week.

The bill is an amendment to the Constitution and would require three years before coming effective. There would have to be passage by two successive Legislatures, and a State referendum. The Democratic plan would simply remove the criminal penalties for playing bingo during the time needed to amend the Constitution.

It was the first time in recent years that any of the hundreds of bingo measures had managed to get out of the committee stage.

Terre Haute Shriners Ink Snyder Swim Unit

TERRE HAUTE, Ind., March 19.—The Zorah Shrine Temple here has booked Sam Snyder's "Water Follies of 1955" as a replacement for its annual circus, lodge officials announced. The swim and dive unit will play here June 17-19 with three night and two afternoon shows scheduled.

GM Motorama Pulls 473,286 At Los Angeles

LOS ANGELES, March 19.—The third showing of General Motors' new car presentation, Motorama, drew 473,286 people into the Pan Pacific Auditorium in Los Angeles in nine days ending Sunday (13). The final weekend was a record breaker, drawing 134,452 people in two days to hike the daily average attendance up to 52,587.

The total was slightly ahead of the 469,767 attendance figure set in '54, and far above the 339,000 chalked up the previous year.

Indication of the close relationship between modern merchandising and show business was the statement of GM President Harlow H. Curtice Monday, that the Los Angeles show attendance reflects the market that awaits a manufacturer who offers outstanding values." He added that it gave proof of a public interest "in the dreams of tomorrow" we annually incorporate into our show."

The Motorama is scheduled to open March 26 at Detroit Civic Auditorium for another nine-day stand, with a 100-car caravan making the jump this week.

North Names Burke Ringling Executive

SARASOTA, March 19.—Michael Burke, former advisor to the U. S. high commissioner in Germany for four years, has been named executive director of Ringling Bros. and Barnum & Bailey Circus and will represent John Ringling North on the show.

He said here Friday (18) that his post had been quite clearly defined as being second only to North. He expects to spend most of this summer traveling with the circus.

Besides representing North on the show, he will handle North oil and real estate properties. North expects to go to Europe in June for several months. Henry Ringling North will be in the show from time to time thruout the year.

Burke said he was a free-lance movie writer before World War II. In the Navy and OSS he met Henry North and they have been friends since. After the war Burke was a contract writer for Warner Bros.' Pictures and then went to Rome for another film company.

From there he moved to Germany and the high commissioner's organization. He said he met John and Henry North several times in Europe and first was approached about the current position about 18 months ago. Burke said that in his movie work he did not know Milton Pickman, now special promotion director of the circus, but that they met on the show last year.

Allan Herschell Sells Two More Twisters in East

NORTH TONAWANDA, N. Y., March 19.—Two new Twisters have been sold by Allan Herschell Company here, bringing to eight the number sold since the new major ride was introduced by the company five weeks ago.

The new purchases were made by James E. Mulhern, Lake Quassapaug Park, Middlebury, Conn., and Clementon Lake Park, Clementon, N. J., by Mildred C. Eldred, secretary.

Until the Allan Herschell Company can catch up with orders for the Twister, it has announced that it cannot promise delivery for several months.

The first Twister was delivered to Larry Kane, Ronnie, Inc., Revere, Mass., who has set up the new ride and has it in operation.

EUROPEAN ROUND-UP

Schumann and Radio Circus Start Season on Continent

GOTHENBURG, Sweden, March 19.—First circus to tee off in Sweden was Circus Schumann, of Copenhagen, which opened Saturday night (5) in the big Lorensberg Circus arena. Schumann usually plays here for 15 days and then jumps to Stockholm for a similar indoor stand in the Djurgarden Circus building.

This season Circus Schumann is being managed by Albert Schumann, who has taken over since his father, Oscar Schumann, died shortly before the wind-up of last season. He continues to work in the ring with his wife, Paulina, in presenting their Liberty and high-school horses. Acts engaged for the Swedish dates include Oscar Fischer's three big elephants, the aerial act of the Three Dinats; Two Oswinis, antipodists; Joschi & Webb, acro comics; Two Apollos, hand-to-hand; Arno & Rita von Bolen, illusionists; Viril, plastic poses, and the Steckels Trio, a new clown group. A dog act, group of chimps and Niklas, dwarf clown, please the moppets. Circus got off to a good start with packed opener and three shows on Sunday (6).

Most of the Scandinavian cirks will hit the road on Easter Monday. Circus Schumann will return to Denmark for its regular summer season at its midtown arena in Copenhagen, first week in May.

Radio Names Featured

Radio Circus teed off Saturday (12) on its summer tour of France, in the Paris suburb of Saint-Denis. This cirk, directed by former circus press agent Jean Coupan, splurges on ballyhoo. Thru a tie-in with Radio Luxembourg it presents many radio names and also carries on a series of talent contests which are a big draw. Added crowd-pullers are thrill and "freak-type" acts which are presented on the lot every day. This season the cirk has the whale "Goliath" on exhibition, the Gery Trio, aerial motorcycle thriller; Fattini, high sway-pole, and Gridley's Midget Village.

Circus bill presented under the

(Continued on page 44)

'Pajama Game' Set For Dallas Fair Aud

Hit Musical to Give 24 Performances; 'Ice Capades' Will Replace 'Ice Cycles'

DALLAS, March 19.—"The Pajama Game," current Broadway musical hit, will be the Auditorium attraction for the 1955 Texas State Fair here, with "Ice Capades International" replacing "Ice Cycles" as the fair's ice arena attraction.

"The Pajama Game" will follow the same schedule as last year's "King and I," playing 24 performances beginning Friday night, October 7, and continuing thru the Saturday matinee, October 23. Ticket price scale in the 4,285-seat auditorium is expected to remain the same as for the fair's previous and attractions, a $4.80 top.

Bonanza for Shows

National company of the show, which will appear at the fair, stars Larry Douglas, Fran Warren and Buster West.

Fair here has proved a bonanza for national companies of New York shows since the end of World War II, with "South Pacific" grossing $394,422 in 1950, "Guys and Dolls" $321,346 in 1951, and "King and I" $272,734 in 1954. Variety shows starring Dean Martin and Jerry Lewis in 1952 and Ethel Merman in 1953 grossed $306,000 and $248,000 respectively.

"Cycles" in 10 Years

The switch in ice shows was made following a series of conferences between Clarence E. Linz, president of the Dallas Ice Arena, and John H. Harris, producer of both ice shows. Linz pointed out that "Ice Cycles" has appeared at the Dallas Fair successfully for 10 years and holds all attendance records at the fair for an indoor attraction. For the past three years it has successively broken its own records.

The "Ice Capades" booking is expected to give impetus to the popularity of the icer at the Texas fair. Harris said "Cycles" will continue to play other cities in the United States and Canada and that "Capades" bookings are being rearranged to permit the show to play Dallas.

"Ice Capades" will play 24 performances at the fair, just as "Cycles" did, starting Friday night, October 7, and continuing thru Sunday, October 23.

Wagner Cites Heavy Book, Lists Staff

PHILADELPHIA, March 19.—Thrill show promoter Buddy Wagner says his 1955 route of still dates and fairs is all booked, and contemplates a 200-show season. Last year the unit played 179 performances, he said.

The Ford-equipped Tournament of Thrills and Stunt Capades crews will open in May and play several major Eastern dates, following with other still dates and fairs that will take the unit as far west as Iowa this year.

Major dates contracted were given as Philadelphia, Providence; Springfield, Mass.; Jersey City, Baltimore; New London, Conn.; Richmond, and Pitman, N. J. Aid in booking several of the New England and New York fair dates was received from the Al Martin agency of Boston.

Wagner said the show title has been restyled and the show equipment will feature two-tone color combinations. Bob LaBay will be back to head the stunters as track manager, Harry (Lucky) Walters will return with his dynamite coffin act, and John Purtill, now handling the Syacuse Shrine Circus, will return as publicity chief. Advance crew will be under Ray Wagner.

Corning, Ia., Skeds New 4-H Building

CORNING, Ia., March 19.—Plans for construction of a new 4-H building at the fairgrounds have been approved by the Adams County fair board. A contract for $17,313 was awarded the Pratt Construction company of Red Oak for a 60 by 130-foot building to be completed by July 15. Included in the new building will be an office, restrooms, a homemaking department room for girls, 4-H exhibits and a large main auditorium. The building will be of cement blocks and have a dome-type built-up roof.

BUSINESS DROP SEEN

Amusement Folk Protest New York's DST Extension

NEW YORK, March 19.—Theater people and outdoor showmen protested this week against the city's proposal to extend daylight saving time for an additional month. Opponents of the measure cited the decline of business generally experienced by amusement elements during DST and predicted a further lag if the idea is put thru.

The trouble DST causes in this section is no different than that experienced elsewhere in the nation, as far as midway experiences are concerned. Carnivals, parks and other phases of the outdoor business, with the possible exception of circuses, find that the longer daylight hours discourage attendance during certain hours.

Universally accepted is the fact that midways, whether transit or permanent, put on their best appearances after dark when the colorful lighting systems brighten things up considerably. As is the case with painted showgirls waiting to go onstage, the midways are most attractive when their color schemes radiate cheer under the lights.

Patron Stalling Feared

Besides the nighttime attraction of the midways, DST has another facet in its effects on outdoor show business. This is the reluctance of the customer to leave home until it gets dark. In the summertime, no matter what the hour is, the

(Continued on page 44)

3-YR. PROJECT

N. Y. Starts Staten Island Improvements

NEW YORK, March 19.—The city started work Wednesday (16) on its improvement project at South Beach, the two-and-a-half-mile strip between Fort Wadsworth and Miller Field on Staten Island. Estimates are that the program will require three years for completion and will cost some $6,460,000.

More than 2,000,000 yards of fill will be applied after dredging in lower New York Bay as the beach strip is widened. Besides the new beach, the plans call for park, parking and recreation facilities, plus bus stops and concession buildings.

Commissioner Robert Moses estimated that 1,500,000 persons would use the facilities during the first year. Proposed beach fees are 10 cents for admission and 50 cents for parking.

The improvements entail razing of several areas and shuffling of zoning laws, which are forcing the elimination of some of the area's summer bungalows and concession stands.

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Penguin Show Plays Markets In San Antonio

SAN ANTONIO, March 19.—Tom McLaughlin's live penguin show just completed a three weeks' engagement for the Handy Andy Super Markets here. Set-up was in line with the current trend of supermarts and shopping centers to use entertainment and amusements in their promotion.

This unit, a walk-thru show, appeared at each of 18 stores in the chain. McLaughlin said the company bought the show for a flat daily fee and gave it free to customers. With the chain's newspaper, radio and TV advertising giving the penguin show much attention, the display drew up to 5,000 persons daily, he said.

McLaughlin, experienced showman and circus agent, said he believed the new shopping center field is open and worthwhile to walk-thru shows and that be expects to investigate it further. He quoted the chain manager as saying the company had found special attractinns have paid off in a big way.

NEW FEATURE

Water Ski Act To L. A. for Indoor Date

NEW YORK, March 19.—The new indoor water ski act with its rigging has been booked into the Sportsmen's Vacation, Boat & Trailer Show, set for April 14-24 in Los Angeles, according to publicist Vic Oristano. The circular tank device was unveiled last week at the New Sports & Vacation Show in Kingsbridge Armory. Oristano and water skier Bruce Parker are two of the tank owners (The Billboard, March 19).

Running nine days and 10 nights, the new Gotham enterprise had a good week at the box office and has arranged to repeat next year in the large hall during the weekends encompassing Washington's Birthday.

In 1956, it was claimed, the new show will also be put on in Rochester's new coliseum the first two weekends in February.

Show properties booked into Los Angeles, where W. Werner Buck and Mel Morrison are the promoters, include the ski tank with Parker and her performing troupe, and a deep, five-sided tank with plastic walls for aqua-lung demonstrations. The new show also owns two shallow fly-casting pools.

Portuguese Sets Import Of Bull Ring

NEW YORK, March 19. — A stylized form of bullfighting, Tourada, will be brought from Portugal this summer by millionaire sportsman-rancher Jose Rosa Rodrigues, according to International Presentations Corporation which is handling the attraction.

Tourada is an offering wherein the horseman tries to plant four bandarilhas, long barbed sticks, into a thick foam rubber saddle strapped on the shoulders of a bull. He does this as his mount crosses the path of the bull at right angles.

When the barbs have been placed a team of forcados, unarmed, approach the bull in single file, throw themselves onto the animal and wrestle it to a standstill so that it can be caped out of the ring. Rodrigues plans to import 20 horses, Lusitanian stallions, plus 100 bulls. To protect the horses the bull's horns are sheathed with a thick leather guard, padded with foam rubber.

I. Q. Units For Venezuela

NEW YORK, March 19. — A multi-unit, cash in advance deal resulted Thursday (17) in the exporting of 10 I. Q. baseball pitching machines to Caracas, Venezuela. Chuck Henderson of I. Q. Baseball Machine Corporation, said the purchaser is Venezuela Supply Corporation, an outfit which has numerous and varied holdings in that South American country, and which maintains a New York office.

The machines will be set up in a cage patterned after that in Palisades (N. J.) Amusement Park. The owners will contract locally for the netting and the inclined surfacing which acts as a ball return.

Venezuela, which supports baseball in avid fashion, will have its batting cage set up outside the Caracas Stadium. There are two seasons of play there, consisting of two leagues, thereby assuring year-around traffic past the location. Problems faced by I. Q. included converting the mechanisms to 50 cycle instead of the American 60 cycle, and adapting the coin slots to take bolivars instead of dimes and quarters.

Henderson said an additional five machines have been ordered for Playland Park, Inc., the new operation promoted by Bert Lewis and Bernard Cobin.

Spring training films taken at the Brooklyn Dodgers camp showed the large "I. Q." label prominently. The films are being seen in theaters and on TV screens.

Eskew Lists 2 Rodeo Dates

NEW YORK, March 19.—Signing of dates for the Jim Eskew rodeo presentation in Waverly, N. Y., for July 1-4 and Smethport, Pa., September 12-17, was claimed this week.

Ohio Cele Sets Dates

WOODVILLE, O., March 19.—Woodville's 13th annual July 4 celebration will be held June 30-July 4, Henry Herkel, committee president, announced. Event is sponsored by the Legion and local fire department. Gooding Amusement Company will supply the midway attractions. Also planned is a car giveaway, fireworks and free entertainment.

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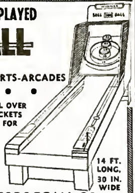
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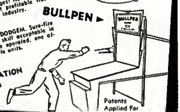
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70 CONCERTS A WEEK

Europe's Musical Programs Recall U. S. Days of Yore

By TED WOLFRAM

COPENHAGEN, March 19.—Once a vital element in American park operations, the band concert has been retained in European spots and even developed to where in one park, Tivoli, there are 70 every week. Tivoli Summer Garden spent more than $157,114.20 during the 1954 season—May 1 to September 12—in salaries for band and orchestra leaders, musicians and soloists. Practically its only direct cash income from this music was $11,183.71.

Tivoli does not aim to make direct profit from its concerts but feels that this music is a prime attendance builder as it not only is building a bigger and costly Concert Hall, but is also spending a large sum to completely rebuild the structure in which the Tivoli Guards (boys band) have their locker room and rehearsal hall.

While the park's present Concert Hall seats only 1,226 persons, its stage is occupied by the Tivoli Symphony Orchestra, which has 50 musicians for most of its concerts but is augmented by 75 for special concerts. During the 1954 season 360 concerts were given in the Concert Hall, of which 315 were gratis to park patrons. Others were concerts with guest conductors or well-known soloists, for which moderate admission fees were charged.

Guest Bands Used

In a few cases guest bands or musical groups, such as the U. S. Air Force Band, appeared in concerts for which a small fee was charged but turned over to some charity fund. The cost of the concerts was $108,405.73 while the income from ticket sales was $11,183.71. Svend Christian Felumb is musical director of Tivoli and the usual conductor of the Symphony Orchestra, but guest conductors such as Eugene Ormandy, Rudolph Dunbar and Dean Dixon, from America, and Sir John Barbirolli, from England, have led the orchestra the past two seasons.

Aside from the Symphony Orchestra the park has two 20-piece concert bands for free open-air concerts. Last season the Promenade Pavilionen band shell was occupied by Elo Magnussen's band, which also played for the free performances of the pantomime ballet theater every night. Aage Bonde Larsen directed the band of the Music Tribune, which also played for the free performances on the open-air stage every night.

The 100 boys of the Tivoli Guards receive a thoro musical education and are provided with gala uniforms and equipment, plus many special privileges. Cost of this is included in the "Special Arrangements" budget, including fireworks displays and special events, which expended $52,699.72 in 1954. All of this adds up to a lot of money for free music.

Open-Air Concerts

Patrons actually get many more free concerts than those listed above. During most of the season 15 afternoon and evening concerts weekly are given by the three big orchestras of the Wivex Restaurant on the open-air dining terrace inside the park. Altogether there are an average of 70 free concerts a week, the exact number depending on how many guest bands or musical groups visit the park. On some days as many as 10 big bands parade thru the park or give concerts on the open-air stage. Dance halls, cabarets and restaurants of the park also employs a large number of musicians, singers and entertainers, but they are paid by the operators of the establishments in which they work. With the exception of the Tivoli Guards all musicians are union members and receive union scale or higher.

Arcadia, Fla., Racks Up $4,100 Net on '55 Run

ARCADIA, Fla., March 19.—The DeSoto County Fair Association, of which A. G. Erickson is manager, has disclosed there was a profit of $4,100 from the second annual fair early in January.

In reports made on the fair it was disclosed that the buildings on the fairgrounds represent an investment of $21,327. George Wallis, head of livestock exhibits, urged cattlemen to start now readying their animals for next year's fair.

Manager Erickson's suggestions for improving the 1956 fair included:

Selling the balance ($4,100) of fair certificates; holding a membership campaign, $5 and up for membership, open the 1956 fair on a Saturday; reduce admission prices (adopted); free parking on fairgrounds (adopted); purchase a public-address system.

Complete the construction of the wildlife building; floodlight the grounds; extend the water line to the midway area; hold the main parade on opening day; schedule more afternoon performances and less night attractions; restrict passes to an absolute minimum; seek surplus race track funds from county for prize money and improvements; correct inequalities in concessions and seek better publicity.

Prince Albert Ex Expects Decision On Class A Rating

PRINCE ALBERT, Sask., March 19.—The federal government's decision on the matter of an "A" classification for the Prince Albert Exhibition is expected in the near future, according to S. I. Small, past president of the Prince Albert Agricultural Society.

Small made a request for reclassification to James G. Gardiner, federal minister of agriculture, during a recent trip to Ottawa. Should the request be granted, the society would receive a much higher financial grant from the federal government.

High Act Law Repeal Looses In New York

ALBANY, N. Y., March 19.—The bill to repeal the State's "aerial act law" was killed this week in the State Assembly's rules committee, ending its chances for this year. Proponents began planning to reintroduce the measure with stronger support in 1956.

The controversial law places certain qualifications on the use of high acts. Since criminal action would follow an accident, responsible parties have withheld booking high acts in the State in many instances.

Mercedes, Tex., Stock Show Pulls Record 104,000

MERCEDES, Tex., March 19.—The Rio Grande Valley Livestock Shows closed its 16th annual run here Sunday (13) after drawing a total attendance of 104,000 in four days. This figure topped last year's count by 40,000, officials announced.

The show's rodeo, leading attraction of the run, was seen by an estimated 22,000 in four shows. Casey Tibbs, former world's champion cowboy, topped the money winners. The annual spent $65,000 in plant improvements this year, including construction of a new 96 by 200-foot coliseum and livestock building, paving of streets and improvements in lighting.

Clinton, Tenn., Names McIlwain

CLINTON, Tenn., March 19.—L. M. McIlwain has been elected president of the Anderson County Community Improvement Fair Association. Other officers are H. V. Wells Jr., vice-president; Charles Sweet, secretary; Robert Johnson, assistant secretary, and H. F. Rutherford, treasurer.

At a recent meeting, fair officials discussed using recreation center facilities for the 1955 exposition, including the possible use of the football field and lights for a night awards show.

Wapping, Conn., Names Officers

WAPPING, Conn., March 19.—William A. Park has been elected president of the Wapping Fair, replacing Walter G. Foster, who served in the post for nine years. Park had previously been financial secretary.

Walden Collins was re-elected vice president; Levi Dewey, treasurer, and Mrs. George Potter, recording secretary. Newly elected are Mrs. Leonard Barter, corresponding secretary, and Robert Tucker, financial secretary.

OLD IDEA, NEW VERSION

Mangels Revives an Early Kid Ride for 1955 Market

NEW YORK, March 19. — A 30-year-old kiddie ride is being revived by the William W. Mangels Company, Coney Island manufacturers. It hasn't been since the 1920's that the firm has turned out its Kiddie Whip, a perfectly scaled-down version of the adult Whip.

The Kiddie Whip was shunted aside when the company started making juvenile riding devices, and some of the early Kiddie Whips are still in existence in amusement parks such as Forest Park Highlands.

In recent years the Mangels firm has scored successes with its Roto-Whip, a circular ride which swings the cars smoothly around a gentle turn. The new version of the Kiddie Whip is oval-shaped like its parent version, with straight sides, and the cars are snapped around the turns like those of the big Whip.

Fred Mangels reports the new ride measures 17 feet by 30, has a canvas top and steel frame, uses eight two-seater cars, has brass bittings and lavish use of color and chrome. A model is on display at the factory and Mangels says there is no delay in filling orders. While priced higher than many other kiddie units it sells for much less than $5,000 and has no counterpart in any of today's rides in Kiddielands.

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EVANSVILLE, INDIANA

King to Move on 65 Units; Sets Enlarged Press Staff

MACON, Ga., March 19.—King Bros.' Circus will move on 65 show-owned trucks the coming season, 55 of them semi-trailer rigs. Owner Arnold Maley and Floyd King pointed out that they have added nine new tractors this year and continued their plan of using heavier equipment.

At the same time they announced that Ora Parks again will head the show's press department, which this season will be enlarged to include three story men. Those in addition to Parks will be Fred Moulton, formerly with Cole Bros., and Walter D. Nealand, recently with carnivals and earlier with circuses.

Primrose Retires

Charles Underwood, who was a story man last year, will be contracting press agent this season. He takes the place of C. S. Primrose, veteran theatrical and circus agent who is retiring from the road. Primrose entered the business in the 1890's with wagon circuses and now resides in Oak Park, Ill.

Parks opened his office in February and has prepared new newspaper ads and press books and other material. Enquirer Printing Co., Cincinnati, is producing a line of lithographs and pictorial blocks.

Elmer Kaufman, manager of the advance car, starts his season in Macon Saturday (26) with a crew of 12 billposters.

Add Elephant

Meanwhile, a baby elephant, about 37 inches high, has been delivered by the McKee Jungle Compound, Vero Beach, Fla. R. E. McAfee handled the transfer of the bull to quarters, and a special truck has been readied to carry it.

King Bros. also has bought the liberty horses of the late William Blumburg and will use them in parade. A tapir, llama, two camels, baboons and bears also have been added to the menagerie recently. A new hippo den has been completed by Paul Pyle and Keller Pressly.

Jim Burke has arrived in quarters. Ira Watts is back from an Eastern trip. Lee Hinckley is in charge of painting and has completed all parade equipment. Jack Neivel made tarpaulins for all parade wagons. Carl Wyche is back in quarters, and Hugh Hart also has arrived. Visitors included the John Weikels of Louisville, Fred Gardner, Tex Rollins and Fred Star.

Zoo Addition Mapped for York Beach

YORK BEACH, Me., March 19.—In another expansion move, Max and Samuel Spector, owners of York Beach Park, have announced plans for establishment of a permanent zoo, to be known as York Beach Animal Forest.

A 30-acre area has been set aside for the project. Part of the area, being swampy, will be dug out to form a channel 500 feet long for water fowl. The project will include a children's section where kiddies will be allowed to feed young animals. It is planned to book animal acts in connection with the zoo. A large building will be erected to serve as souvenir shop and admission entrance. A 500-foot trestle bridge across the channel will lead to a pine grove in which most animals will be kept.

Last year a one-mile highway was constructed by the owners to give the park a direct private entrance from Highway 1. Started in 1950, the park has been expanded to its present 200 acres. The Spectors, who also operate several concessions and rides at Old Orchard Beach, Me., plan to publicize their spot with 12 large billboards on roads approaching the park.

Ice Cream Firm Ties Ad Campaign In With Circus

NEW YORK, March 19. — Ice Cream Novelties, ice cream novelty maker, this week announced its '55 promotion campaign would be tied in with the Ringling Bros. and Barnum & Bailey Circus.

Firm, which features frozen stick items including "Ducky Dubble," "Icy - Frost," "Fudgi - Frost" and "Kreami-Frost," will use circus-type promotions, circus performer testimonials and space in the show's program booklet.

The circus will profit from a national and local ad campaign that will include streamers, posters and a contest tie-in for youngsters.

Kochman Preps '55 Promotion

PATERSON, N. J., March 19.—Promotion and publicity plans for the two Jack Kochman units—the Hell Drivers and Lucky Dogs—are being prepared in the firm's offices here under the direction of Stanley Fischer.

Fischer, Kochman's son-in-law, was added to the organization's executive staff this year in time to assist with the booking of this year's routes. Present plans call for him to tour with and manage the Lucky Dogs unit, a new presentation featuring an exhibition of greyhound racing.

Woodstock, N. B., Arena Preems

WOODSTOCK, N. B., March 19.—The $60,000 Woodstock Community Arena was officially opened here recently. The structure has a regulation ice rink and dressing rooms.

More than half of the money—$25,000—was raised by the Old Home Week Commission and thru public subscription. The remainder was raised thru a bond issue guaranteed by the city.

Harold A. Cox is president, Philip Smith, vice-president, and Paul B. Maddox, secretary-treasurer.

Nat'l Mfrs. To Exhibit At Chi Confab

CHICAGO, March 19.—Business sessions, shop talk and an enlarged food show will mark the 36th annual Restaurant Convention and Exhibition to be held here at Navy Pier, May 9-13, the National Restaurant Association announced this week.

Upward of 30,000 people are expected to attend the four-day showing, according to the sponsoring association. Last year's attendance topped 27,000.

Demand for exhibit space is already ahead of last year. Latest additions to the list of firms showing their products include the American Slicing Machine Co., Chicago; Broil-Quik Appliance Corp., New York; J. J. Connolly, Inc., New York; Fogel Refrigerator Co., Philadelphia; Hollywood Serve Master, Kansas City, Mo.; King Knne Corp., New York; National Hol-N-One Donut Corp., Little Rock; Royal Crown Corp., Chicago; S & R Soda Fountain Manufacturing Co., Bronx, and Selmix Dispensers, Inc., Long Island City, N. Y.

Valli to Play 20 Western Fairs

LOS ANGELES, March 19.—Larry Valli, Bozo the Clown, is expanding his route of fairs this season and will be featured at about 20 of them. He recently closed the California Mid-Winter Fair in Imperial.

California fairs to be played include the Merced County Spring Fair in Los Banos; Chowchilla Junior Fair, Chowchilla; Dixon May Fair, Dixon; Silver Dollar Fair, Chico; Colusa County Harvest Festival, Colusa; Solano County Fair, Vallejo; Santa Barbara County Fair, Santa Maria; Mother Lode Fair, Sonora; San Mateo County Fair and Floral Fiesta, San Mateo; Napa District Fair, Napa; El Dorado County Fair, Placerville; Santa Clara County Fair, San Jose; Madera County Fair, Madera; Kern County Fair, Bakersfield; San Fernando Valley Fair, Northridge; Kings County Fair, Hanford. Also the Arizona State Fair, Phoenix.

Silver Anniversary At Washington

WASHINGTON, N. C., March 19.—Payment of premiums in silver on one day is part of special plans being made by officials of Beaufort County Fair here which will celebrate its silver anniversary September 5-10, said Norman Y. Chambliss, advisor to the board.

The official line-up includes George Currin, president; Thomas Little, vice-president; Blount S. O'Neil, secretary; William Phillips, treasurer; Margaret Wynne, director of exhibits, and John C. Rodman, attorney.

The board is continuing the improvement program inaugurated in 1954. A more elaborate livestock show is planned. A large tent will again house commercial exhibits. The award of main gate prizes, a popular feature in 1954, will be repeated. Back on the midway for the third successive year will be Prell's Broadway Shows.

Plan 300G Track For Long Island

BRIDGEHAMPTON, N. Y., March 19.—Plans for the construction of a $300,000 race track for sports cars were announced here this week by the Bridgehampton Road Races Corporation. Work is scheduled to start on the 600-acre track in about two months.

No stands are immediately contemplated because of the conical shape of the land which affords natural raised surfaces for viewing. Three major meets plus weekly inter-club meets will be held from May thru October.

TV REVIEW

Fonda Wears Kelly Garb; Acts Appear

By TOM PARKINSON

CHICAGO, March 19.—When General Electric Theater presents "Clown" on its March 27 TV stanza over CBS, general TV viewers will see a highly dramatic story with a circus background, and circus viewers will see a television play enjoyable both for itself and for its portrayal of the business and of Emmett Kelly.

Henry Fonda, whose off-stage appearance is not unlike that of Kelly, has the title role in the half hour show inspired by the Kelly biography, "Clown," published a year ago. Dorothy Malone has the part of Eva. Each is superb in portraying the conflict that arises when a marriage breaks up because each must go to a chosen professional field.

Story Summarized

It opens with the Aerial Kellys who are not doing so well because of Emmett's preoccupation with clowning. He goes to clown alley and mulls reviving his clown character, but the show manager nixes the idea. Meanwhile, a Ringling agent asks his wife, Eva, to join the "Four McCloskeys," and she declines.

But the split must come. Kelly clowns, and successfully. Then Eva leaves to join the other flying act.

Acts Appear

Getting a good break in the show are the DeWayne Troupe, teeterboard, and Herbert Weber, wire act; While Winston's Seals and Hap Henry's elephant also appear. Fay and Rosie Alexander double for flying return sequences, which include a novel view as the camera swings with the trap. Kelly himself was technical director, and F. Beverly Kelly, who collaborated with him on the book, is credited. Equipment from Weber's Circo Flamante was used for the filming. The TV movie was screened at a special showing in Chicago Friday (18).

If Fonda is depending upon reaction to this show for a decision on whether to make a TV series or a full-length motion picture, the outlook is optimistic.

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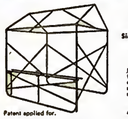

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APPETITES SHARPER

Fun Seekers' Food, Drink Bill Grows

• *Continued from page 1*

led the way in upping per capita expenditure for food drinks. Several years ago the outdoor movie owners were taking in around 25 cents in food for each $1 they took in at their gates. Now the national average is 39.5 cents. And in some areas, Milwaukee, the take is as high as 72 cents.

Broader Menu

These increases have been accomplished by supplying a broader menu which in many cases includes complete meals and the use of larger sized portions, such as jumbo-sized boxes of popcorn and large containers of cold drinks.

To supply the mounting thirsts and appetites of fun seekers, an increasing number of people are entering the concession field. And they have found it generally lucrative.

Quite a few have used their concession operations to springboard into outdoor amusement recreation centers, starting out with a few kiddie rides, then adding such things as a miniature golf course or golf driving range.

Meanwhile, food and drink suppliers—on the national, as well as local level—have become acutely aware of the opportunity afforded them for bulk sales by the outdoor recreation centers, amusement parks, fairs, Kiddielands, skating rinks, etc. And they have been stepping up their efforts to snare the business.

Bottlers Compete

National soft drink bottlers are scrambling for the business. The biggies in this field—Coca-Cola and Pepsi-Cola—are waging a determined fight for it. So, too, are many local bottlers.

As a result, the concessionaire is given offers of price concessions, program advertising tie-ins, and other promotional devices, tossed out by the bottlers in their bid for the bulk business.

Traveling shows, mainly carnivals and circuses, have been wooed during the winter months with a variety of offers. And, over and beyond such offers, the bottlers are now offering and providing better service to the touring shows than ever before.

The bottlers have trucks awaiting the arrival of the shows at their various engagements. So, too, do some of the national brand coffee companies, breweries and meat packers.

Advertising Value

To the national brands, the outdoor amusement events, with the opportunity they provide for promoting and advertising, take on value over and beyond the immediate sales. National leaders in the frozen fruit drink business last year dipped their toes in the outdoor amusement field. The reaction was all to their liking and this year they are certain to be represented at many outdoor events.

Fruit juice drinks, made from frozen concentrates, were noticeably more prominent last season, and during the winter months there has been heightened activity on the part of the national brand processors to cut into the drink business, particularly at fairs.

Coin-operated machines were increasingly prominent at some of the top fairs in '54, and the number of venders at '55 fairs is expected to soar. Until the venders were used, sale of fluid milk, except in restaurants and in cookhouses, represented only a small percentage of beverage sales at outdoor events.

Other Food Items

Other items that took a bite out of the amusement dollar included corn-on-the-cob, watermelon, chicken and steak dinners, fried shrimp and shrimp rolls, doughnuts, turkey sandwiches, waffles and a number of new type soft drinks, including whipped orange and pineapple juices.

Popcorn, candy floss and snow cones—traditionally big items at outdoor events—were big sellers in '54 and figure to be even bigger this year. The continued trend to more appealing concession stands and better looking, as well as more efficient equipment, for processing popcorn, candy floss, and snow cones, has been widely recognized as the way to bigger sales.

Franks, Juice Dispensed From Compact Stand

LOS ANGELES, March 19.—Don Smith, designer, is offering The Champs, a combination hot dog and chilled juice vending stand, with Irving Carlin here handling national sales.

Because it is refrigerated and with heating unit, the stand gives concessionaires one unit that will handle both products. The steamer capacity is 75 hot dogs every 30 minutes and there is a refrigerated storage space for 400 more. The franks are prepared in advance and placed in paper sacks ready for delivery. Two five-gallon jugs contain the juices with immediate refrigeration into a spigot protected by clear plexiglas.

The Champs is six feet long and three feet wide with formica top, white baked enamel sides and frosted plexiglas front with fluorescent lighting behind large raised red letters on the front. Equipped with iron casters and weighing about 500 pounds, Smith says the unit can be moved on and off a trailer in a matter of minutes. Power is from any 110-volt line.

To add color and protection from the weather, the unit has top quality stainless steel and an inverted gable of colored plexiglas.

Immediate delivery is being made on the units, which sell for approximately $1,750, excluding taxes, f.o.b. Los Angeles.

Tropical Co. At New Site

CHICAGO, March 19.—Tropical Fruit Products Company, makers of a line of whipped soft drink concentrates, has moved to new quarters at 7456 North Western Avenue here.

The firm, which produces citrus concentrates that are whipped on a regular malted milk mixer, is now making a tropical flavor to go along with its earlier introduced orange and pineapple whips. The concentrate is packed in gallon jugs.

NEW DEVELOPMENTS

Compact Barbecuer, Soft Serve Converter Shown

LOS ANGELES, March 19.—A large capacity barbecue unit that is said to save on shrinkage, labor, space and fuel, has been introduced here. Maker says the oven has a capacity of 175 pounds of meat or 14 turkeys, hams or large roasts. An adjustable thermostat controls the gas heat. Seven meat trays are rotated thru the oven by a small motor and self-basting features make it unnecessary to watch the operation.

In the bottom of the oven is a basting chamber and as the meats rotate they are immersed. Both inside and outside of the oven is of stainless steel. Insulation is heavy rock wool. A hickory wood charring smoke chamber is included.—Darms Sheet Metal Works, 5080 Alhambra Avenue, Los Angeles 32.

SOFT-SERVE CONVERTER . . .

MOUNT VERNON, N. Y.—A unit that converts ice cream, ice milk and sherbets into soft ice cream in seconds, was recently introduced here. Small and compact, it occupies less than one square foot of space yet can produce frozen ices, freezes, parfaits and frozen malts which the maker claims have a smooth consistency. The converter operates on 110 volt A.C. current.—C. Q. Sherman Associates, Inc., 80 West Broad Street, Mount Vernon, N. Y.

DOUBLE-TRAY PIZZA OVEN . . .

NEW YORK—A double-decked counter top pizza oven with a capacity of two 16-inch pies, is being manufactured here. Gas or electrically operated units are available. Oven is completely insulated, has thermostatically controlled heat to 700 degrees, and occupies a minimum of space, maker advises. The electric unit, M-601, plugs into any 10 volt A.C. outlet. The M-603, gas-operated, uses any type of gas —manufactured, bottled or natural. —Frank Mastro, Inc., 240 Bowery, New York 12.

SANDWICH UNIT WITH CAPACITY . . .

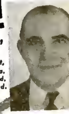
CHICAGO — A sandwich unit with large capacity, that reduces the need for frequent replenishing, is being marketed here. Measur-

(*Continued on page 44*)

"More and more outdoor operators are switching to—

popsit plus! with butterlike flavor!"

says Larry Goldmeier . . president, Poppers Supply Company, Philadelphia, Pa. . . one of the largest firms in the field, covering the entire Eastern Seaboard.



Mr. Goldmeier says, "POPSIT PLUS gives popcorn a flavor and color that makes it easier to sell. Concessionaires, carnival men and drive-in theatre operators tell us POPSIT PLUS leaves fewer duds in the bottom of their poppers. And because it's liquid, it's easy to pour, measure and store."

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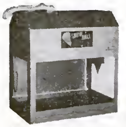

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CLUB ACTIVITIES

Pacific Coast Showmen's Association

1235 South Hope Street

LOS ANGELES, March 19.—Two invitations to attend circuses playing here were extended members of the Pacific Coast Showmen's Association and its Ladies' Auxiliary at the regular weekly meeting Monday night. On the rostrum for the session were Vice-President Eddie Harris; Harry Phillips, treasurer; Joe Mead, secretary, and Past President Harry Seber.

The invitations came from the Clyde Beatty Circus for the group to attend the opening night performance March 30. T. Dwight Pepple, of the Polack Bros.' Circus, also invited the group to see that show May 30, when it will be playing its annual stand at the Shrine Auditorium.

Three new members were voted into the organization. The applications were obtained at the California Mid-Winter Fair. Those joining were Victor Davis, concessionaire; Jerry O'Brien, food concessionaire, and Jimmie Wood, manager of the Pan American Shows.

George Surtees reported that three circus acts were obtained for Showmen's Day to be sponsored at the National Orange Show by Orville N. Crafts, whose Crafts shows will be on the midway.

Veepee Harris called on members who were attending the meeting after absences. These included Sam Harvey, Tooy Spring, Al Cohn and Norman Schue. Seber also made a few remarks.

Carl Sedlmayr, of the Royal American Shows, accompanied by Mrs. Sedlmayr, visited the clubrooms Saturday afternoon. They were here for "This Is Your Life" TV show.

National Showmen's Association

317 West 56th Street, New York

NEW YORK, March 19.—The last regular meeting of both the board of governors and general assembly were conducted by First Vice-President Gerald Snellens in the absence of our president who phooed in frnm out of town. Snellens, who has only recently been discharged from the hospital, did a good job and looked the picture of health. On the dais with him were Second Vice-President Morris Batalsky, Chaplain Louis D. King and Dr. Jacob Cohen. There was a good gathering present and buffet was served after meetings adjourned. The $100 drawing was won by the Exchange Bingo, the third week for them in a row. Secretary Jeff Harris arrived just after the meeting was over but explained his plane was late in arriving.

The board of governors voted to reinstate members who were delinquent for two years only for $10. The deadline on this offer is 60 days. Dr. Cohen gave his report on the sick and hospitalized members and welcomed back Henry Kaufman and Frank Blatsky, who have recovered from recent surgery.

Still on the sick list are Sol Wahnish, Hospital for Joint Diseases, Madison Avenue and 124th Street; Edward A. Kirshman, Veterans Hospital, Fort Hamilton, Brooklyn; Alfred Rauchfuss, Kings County Hospital, 451 Clarkson Avenue, Brooklyn; William B. Moore, Veterans Hospital, Coral Cables, Fla., and Ben Merson, ill at his home in Brooklyn. Just discharged from hospital is Jack Schenck.

Recent visitors in clubrooms were Tom Wolfe, Richard Geist, Richmond Cox, Morris Levi, Leo Berstell, Herman Moskowitz, Michael Wynn, Charles Buchbaum, Sam Bibring, Abraham Steinberg, William Urann, Harry Flanaghan, Joe Uknis, Sam Wertheimer, John J. P. Tumelty, Ben Herman, Jack Siegel, George Bovino, George D. Hensley and Al Hanpol. Just returned from the South with coats of tan are Jack Alfred, Sam Clickman, Herbert Pincus and Frank Capell.

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, March 19.—A well-attended meeting was called to order by President Bill Green. A moment of silence was observed for Rudolph (Fats Norton) Nathanson, who died recently in Tampa.

Bob Templeton, of Walled Lake Park, was appointed to the club's board of directors. Recent clubroom visitors included Sam Raphael in from Miami Beach. Fred Silber, third vice-president, is back from Las Vegas.

The Ladies' Auxiliary profited from its recent box lunch social which was managed by Ann Borker and the women's entertainment committee. Max Kahn, club treasurer, also assisted.

There was much visiting between club members and performers in the recent Shrine Circus here.

Eddie Gold is confined to Herman Keifer Hospital, Detroit.

Ladies' Auxiliary

The St. Patrick's Day party held Monday was well attended. The men's club joined in the festivities which included a lunch and entertainment by Gean Briggs and members of both clubs.

Winners of the evening included Elma Woodward, Carrie Dear, Clara Conner, Viola Lippa, Margaret Bond, Mabel Preston, Bobby Schulz, Edythe Rizick, Billie Mart, Marion Fodal, Tina Weiner and Helen Cook. Door award was taken by Betty Greeley.

Margie Mansell is back from her California and Mexico vacation. Dotty Miller is expected back from her Mexico jaunt in the near future.

Edith Schulz was named chairman of the spring rummage sale to be held for the benefit of the cemetery fund. The memorial plaque for the clubrooms will be dedicated soon.

Greater Ohio Showmen's Association

30 Buttles Ave., Columbus 8, O.

COLUMBUS, O., March 19.—Chairman Joe Lewis called the regular meeting of trustees to order. Present were Mrs. Nellie DeBelle, F. C. Cook, Robert Keener, M. L. (Whitey) Alberts and Ralph Downey. Officers on hand were John T. Mere, president, and N. H. Cohen, secretary-treasurer.

Out-of-towners present included Mrs. Viola Mere and son, Tony, from Hilliards, O., and Mr. and Mrs. E. W. Hutchinson, of Dayton.

F. C. Cook reported that arrangements had been made to hold the club's fifth anniversary dinner in the Knights of Pythias' hall. The event is set for April 17. M. L. (Whitey) Roberts, chairman of the dinner committee, appointed three assistants, Mrs. Nellie DeBelle, Mrs. E. W. Hutchinson and Mrs. F. C. Cook.

Show Folks of America

145 Turk St., San Francisco

SAN FRANCISCO, March 19.—The regular meeting was called to order Friday (11) by President Charlotte Porter. Officers on hand included E. S. Fitzgerald, third vice-president; Oscar Mattley, treasurer, and Bonnie Townsend, recording secretary.

May Criffith was reported to have been moved to the Parker Rest Home in Novoto, Calif., for an indefinite stay. Several of the members reported visiting Delores Coronado, who is confined in San Francisco Hospital.

Preparations for the Hi-Jinks Celebration were announced. Frances Weidmann, chairman, and Chickie Provenzale reported all plans completed. Duke Navarro, entertainment chairman, lined up the show, and several members promised pies and cakes for the refreshment end.

Mrs. Virgil Latiker displayed a tablecloth she is readying for the ladies' bazaar. Names are being embroidered on the cloth at $1 each with the proceeds to go to the bazaar fund.

Miami Showmen's Association

1799 N. W. 28th Street, Miami

Ladies' Auxiliary

President Ada Cowan presided at the 136th meeting which was attended by six officers and 79 members. It was the last meeting of the winter.

The auxiliary was presented with a log vase containing orchids, won in a raffle by Frances Deemer. Tuesday night (15) the past presidents held a card party and luncheon which was profitable for the club. Mr. Saunders presented the auxiliary with a plaque in recognition of the club's work and money donated to the United Cerebral Palsy campaign. A letter o thanks was also received by the auxiliary for its work in the fight against multiple sclerosis. Wednesday night (16) a hit-the-road social was held in the clubrooms.

Greater Tampa Showmen's Association

TAMPA, March 19.—In the absence of President O. J. Weiss, the meeting was called to order by Sam Cordon. Also on the rostrum were Bucky Allen, Specks Gros-

(Continued on page 48)

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

American Midway: Raymondville, Tex.; Cuero 29-April 2.
Big State: Velasco, Tex.
Cavalcade of the West: Las Vegas, Nev.
Crafts Expo.: San Bernardino, Calif.
Franklin, Don: Seguin, Tex.
Great Southern Expo.: Beaumont, Tex.
Hill's Greater: San Angelo, Tex.
Midway of Mirth: Hoxie, Ark., 26-April 2.
Milliken Bros.: Waycross, Ga., Blackshear 28-April 2.
Page Bros.: Newton, Miss.; West Point 28-April 2.
Peppers' Alabama Am.: Flomaton, Ala.
Royal Expo.: Williston, Fla.
Southern Valley: Greenwood, Miss.
Southland Greater: De Quincy, La.; Lake Charles 28-April 4.
Tennessee Valley Am.: Corinth, Miss.; Amory 28-April 2.
Wilson Greater: Ajo, Ariz.

Circus Routes

Send to
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Beatty, Clyde: Tucson, Ariz., 22; Phoenix 23; Yuma 24; Calexico, Calif., 25; El Centro 26; Brawley 27; Palm Springs 28; Redlands 29; Los Angeles 30-April 10.
Davenport, Orrin: Dayton, O., 24-April 2; Columbus, O., April 11-16.
Hamid-Morton: Harrisburg, Pa., 22-23; Pittsburgh 25-30; Altoona, Pa., April 1-7.
Polack Bros.' Eastern: Albany, N. Y., 23-29; Erie, Pa., 31-April 2.

Ice Shows

Holiday on Ice, International, No. 1: Kiel, Germany, 22-28; Hanover 29-April 7.
Holiday on Ice, International, No. 2: Bangkok, India, 22-April 20.
Ice Capades: Omaha, Neb., Fort Worth, April 7-12.
Shipstads & Johnson's Ice Follies: Des Moines, 22-28; Minneapolis 29-April 17.

Miscellaneous

O'Day, Marie, Palace Car: Clarksville, Tex., 22.

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DALLAS SCHEDULES PROMOTIONS, ACTS

Tennant Signs Grocers to Sponsor July Holiday Shows in Cotton Bowl

DALLAS, March 19.—The midway at State Fair Park here will open Saturday, April 9, for a 21-week season. The amusement park will close about Labor Day to prepare for the 1955 State Fair of Texas.

The following concessionaires will be represented on the midway this season, according to Fred E. Tennant Jr., midway and concessions superintendent for the State Fair of Texas:

Fred McFalls Sr., Fred McFalls Jr., Sammie Bert, Ed Meek, Abe Hirsch, Joe Murphy, A. H. Kohl, Babs Maxvill, Mrs. J. M. Anderson, Louis Roussel, Jack Pyland, Hattie Longchart, Mrs. Bernice Fain and Neil Fletcher.

Groups Lays Plans

The Fair Park Amusements Owners' Association, to which all concessionaires belong, has planned a full season of activities and special events, in co-operation with the State Fair, Tennant said.

Over a dozen orphanages have been invited to send their charges to the midway as guests of the amusement owners' association on the midway opening day, Tennant said.

The party for the orphans will be covered by "Texas in Review," weekly television newsreel sponsored by the Humble Company which appears regularly on 17 Texas TV stations.

To Use Acts

Twice-nightly free acts on the midway stage, sponsored by the Pepsi-Cola Company, will begin May 30 and run for 14 weeks, Tennant said. Acts are being booked by Charles Zemater of Chicago.

Tennant has lined up grocery store sponsorship for shows in the Cotton Bowl on the nights of July 3 and 4. Sponsor will be the Tom Thumb Stores, which operate approximately 200 stores and affiliates thruout Central Texas. Deal is similar to grocery store gimmick in Philadelphia which filled Philly stadium for Villanova football games last fall. Tennant believes it is first time sponsorship deal has been worked in the South. Groceries will give ticket to show with each $5 worth of groceries purchased. Tennant is booking acts for hour-and-a-half show thru Zemater. Fireworks will be furnished by Thearle-Duffield in Chicago. Shows will be preceded by six-week promotion by grocery chain, a large newspaper advertiser.

Midway is undergoing thoro refurbishing in preparation for opening.

Fun House Rebuilt

Joe Murphy is completely rebuilding his Fun House. Plan was laid out by William De L'horbe, of National Amusement Device Company, and Eddie Leis is supervising actual rebuilding.

Fred McFalls Sr. is making additions to Penny Arcade as well.

New aluminum tops and awnings are being installed on all kid rides in Kiddie Town, Tennant said, and all light structures and tickets boxes on the Midway are being repainted in circus motif. Light towers and ticket boxes are being decorated by Mrs. George Anderson.

Wildwood to Honor Hunt

WILDWOOD, N. J., March 19.—Local resort interests are planning to stage a celebration this summer for William C. Hunt, marking his 50th anniversary in the amusement field. The head of Hunt Amusement Enterprises, which included the operation of an amusement pier here, and taking in all phases of indoor and outdoor show business operation, Hunt just marked his 83d birthday in Coral Gables, Fla., where he is spending the winter with his family.

Use of Country Talent Slated By Glen Echo

WASHINGTON, March 19. — Glen Echo will supplement its name band dance policy with country and western artists this season, according to General Manager G. B. Price. The mixing of c.&w. with pops talent will be something new at the funspot.

Price announced leasing the ballroom to Connie B. Gay, local c.&w. promoter whose office says it will present such names as Little Jimmy Dickens, Faron Young, Hank Thompson, Webb Pierce and Ernest Tubb.

Pop dance bands to appear, it was reported, will include Ray Anthony, Ralph Flanagan, Billy May and Woody Herman, and possibly Jan Garber.

Federal Loan Of $150,000 For Rocky Pt.

WARWICK, R. I., March 19.—Application from Vincent Ferla, representing Rocky Point Park, Inc., hard hit amusement center in last fall's hurricanes, seeking a $150,000 disaster loan to be used in rebuilding the park's razed shore dinner hall, has been approved by the Small Business Administration in Washington.

The 3,400-capacity ball, originally a frame structure built out from the shore over Narragansett Bay, will be replaced by a concrete block building which will be moved back from the water and protected by a seawall. Part of the SBA 3 per cent loan will also go into the seawall construction, and in rebuilding park bathhouses and replacing furnishings of the dining hall.

Art Lewis Heads New Charlotte Park

Showman, Two Local Businessmen Establish New Spot on Main Highways

CHARLOTTE, N. C., March 19.—A new funspot of major proportions is being built on Wilkinson Boulevard here. Art Lewis, former major league carnival and park operator, heads the management group. His associates are Joe Murnick and Bernard J. Cobin, local businessmen.

Lewis said the location was chosen because Wilkinson Boulevard at this point carries the traffic of the heavily traveled U. S. routes 29 and 74 and because it is directly opposite the new Queensland Shopping Center, a multi-million dollar project now under construction.

Additional considerations were its easy accessibility from the heart of Charlotte and the recent construction in the area of some 2,500 new homes. The location is only one and a half miles from the City Hall.

12-Acre Site

About 12 acres are available, assuring ample room for parking, Lewis said. The acreage is located just over the city line which makes it possible to operate thruout the week, including Sundays. There are no restrictions on opening hours.

The opening has been set for April 15 with the season planned to extend thru the middle of November. Weekend operation may be attempted thereafter, weather permitting.

Already under construction, Lewis said, are permanent refreshment stands and facilities for dancing plus a miniature golf course and a baseball batting range. The batting units were purchased from I. Q. Baseball Machine Company.

Baseball Star to Aid

Lewis said that Whitey Lockman, star first baseman for the New York Giants and a Charlotte resident, would aid in the operation of the batting units after the baseball season. His presence is expected to stimulate interest and play, especially if the Giants should retain their world champion title.

It is planned to operate with six major and six kiddie rides. Some, or all, of these units will be booked altho the operating group is ready to purchase wanted units if necessary, Lewis said.

A number of concessions are also included in the planning. The refreshment stands will all be under park management to insure a good standard of quality and service, Lewis said.

Plan Free Acts

Plans also call for the use of free acts, altho an appearance schedule has not been worked out. The location is suitable, according to Lewis, for the possible future construction of a swimming pool.

Lewis has many years of operational experience in the outdoor fields behind him. In addition to having once toured his own railroad carnival thru Eastern territory he also had interests, and functioned actively, in the operation of Virginia Beach, Va., funspots.

SCENIC TO REMAIN

Willow Grove Rides May Escape Removal

PHILADELPHIA, March 19.—Balance of cash due on the $1,905,000 purchase price of Willow Grove Amusement Park is to be produced Monday (21) by the new operators, a corporation headed by the Pimlico Race Track-owning Cohen brothers, Herman and Ben. Also in the corporate set-up are local businessmen Harry B. Jacobs and Mort Michaelson.

Also scheduled for next week is a general announcement about operational policies and staff, headed for many years by Elmer Foehl.

Foehl, former president of the National Association of Amusement Parks, Pools & Beaches, said that while the new owners have projected plans for a suburban shopping center on part of the 107-acre tract, this would not disturb the park's main area. The development would be down by the lake area and would only affect the boating and possibly the miniature railroad.

No Disruption Seen

By and large, it was reported, the ride structure at Willow Grove will be the same as in recent years. Foehl was confident that the historic scenic railway ride, a landmark of the funspot, would remain. Earlier versions of the transaction held that a considerable portion of the rides would have to be removed for the shopping center, and that the scenic would be destroyed.

While the new owners' policies have not been revealed, it is understood they will continue with the same pay gate, ride prices, and attractions such as free acts, TV shows and fireworks. They purchased Willow Grove from the Philadelphia Transportation Company last September and have stated they will do considerable improving at the park, but there have been no evidences of this to date.

The Cohen brothers, beside their race track holding which was acquired in 1952, also own and operate WAAM, Baltimore TV station, and the Fairmount Steel Corporation here, acquired in 1951.

Dropped by Transit Firm

Willow Grove was built in 1895 by Union Traction Company and was considered no longer useful in promoting fares for the Philadelphia Transportation Company, its most recent operators, because of increasing competition from private automobiles. The park had been run continuously by transit firms except for the decade beginning in 1936 when it was leased to orchestra leader Meyer Davis.

Three bus lines and a trolley line will continue to serve the park, and the season's opening has been set for the Easter holiday weekend, April 9-10. The spot will then remain open on a Saturday-Sunday basis until May 28, when the Decoration Day weekend starts the full summer schedule.

BOSTON, March 19.—Program plans will be announced shortly for the annual meeting of the New England Association of Amusement Parks, according to Secretary Fred Markey. The affair has been scheduled for April 20, a Wednesday, in the Parker House.

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FAIRS-EXPOSITIONS

Del Mar, Calif., Sets Cut-Rate Campaign

Don Diego Circus Contracted; Rodeo Signed for Three Days

DEL MAR, Calif., March 19.—Two innovations—an advance sale of tickets at reduced prices and the Don Diego Super Circus—will be featured at the Southern California Exposition scheduled to open here June 24 for an 11-day run, Paul T. Mannen, secretary-manager, said.

The sale of reduced admission tickets will be county-wide and sponsored by units of the Ninth District Parent-Teacher Association. Tickets will sell for the special price of 50 cents instead of 85 cents with a portion of the amount to be shared by the participating units and the San Diego Children's Dental Center. Children's ducats will also be sold for 25 cents each. The regular price will go into effect June 15.

Mannen declared that 100,000 adult tickets will go on sale thru the PTA.

Free Circus

The kiddie circus is being featured for its first annual run and will be free as will other attractions, excepting the Frank W. Babcock United Shows on the carnival midway. Booked by Jo and Newton (Carolina) Brunson, of the Hollywood (Calif.) Theatrical Agency, the circus line-up already includes Denver Harmon and his chimps; Fine and Dandy, clowns; Brandy, table rock; Jumbo Jr., elephant; Sassy the cat; Wally Blair, comedy cyclist, and Kayletta (Burns), high act. The show will run the full 11 days.

The exposition will feature a rodeo the first three days, with Fiestacade opening in front of an enlarged grandstand for seven days starting June 27. Scheduled to date for the entire run are the Marion-Rankin Dancers (12); the Ramses, acrobatic act, and the Half Brothers, comedy jugglers. As an added attraction Lawrence Welk and his orchestra will appear for two performances each on June 27-28. Welk returns July 4 for a concert engagement in front of the grandstand. Show is being produced by the Brunsons, the nation's only husband-wife booking team, for the fifth consecutive year.

As part of the $1,000,000 building program under way on the grounds, the grandstand is being extended 160 by 100 feet to add another 3,500 seats. Other improvements are the paving of 40 per cent of the main parking lot, new brick planters along the Avenue of Flags, concrete floors for the Flower Show, and larger and better picnic facilities.

Calgary Inks Casey Tibbs As Feature

CALGARY, Alta., March 19.—Casey Tibbs, of Fort Pierre, S. D., five times world's bronk riding champion, has signed a contract to present a high school horse act in front of the grandstand at the Calgary Exhibition and Stampede this year. He will also compete in four stampede events.

It will be the first appearance of Tibbs at the Calgary Stampede since he was defeated in the finals of the North American bronk riding event in July, 1952.

A television and motion picture performer, Tibbs will ride in the stampede parade, take part in the grand entry, appear at every afternoon stampede performance and the Friday morning livestock review, and put on a performance at the Red Cross crippled children's hospital.

Palm Beach Gate Of 75,000 Marks 10th Annual Gain

WEST PALM BEACH, Fla., March 19.—About 75,000 people, a gain of 10 per cent over 1954 figures, attended the 1955 edition of Palm Beach County Fair, which closed here Saturday night (12) after eight perfect days, according to figures released by Lamar Allen, director of the annual. It marked the 10th successive year that the fair has registered an attendance gain.

MacAlister Marckres, owner of Florida Bazaar Supply here, held the midway contract for the sixth consecutive year. Miller Amusement Enterprises, augmented by Pierson and Solomon's Scrambler, furnished rides for the second year. Van Helman and Neil Carlin had the majority of game concessions. They reported grosses down from last year, but ride and show takes showed a slight increase.

Members of the fair board are contemplating a move that would bring the fair closer to the thickly populated area of the Palm Beaches next year. For the past three years the event has been held at a race track site eight miles from town. It is believed such a move would double attendance and exhibit space sales.

WINTER FAIRS

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Arizona

Coolidge—Pinal Community Fair, March 23-27. Wendel Flewelling.
Miami — Globe-Miami Community Fair, March 30-April 3.
Yuma—Yuma County Fair, April 12-17. Ken Baker.

Florida

Fort Pierce—Indian River Youth Show, April 29. M. B. Jordan.
Quincy—West Florida Fat Cattle Show & Sale. A. G. Drigzers.
Williston—Levy Co. Fair, March 22-26. R. H. Hipp.

Oregon

Gresham—Multnomah Co. Spring Garden Fair, April 20-24. Duane Hennessy.

CANADA

Manitoba

Brandon—Manitoba Winter Fair, March 28-April 1. Miss A. Hogeland.

N. H. Fairs Elect Lee, List Dates

CONCORD, N. H., March 19.—Dana H. Lee of Lancaster was elected president of the New Hampshire State Fairs Association and Robinson W. Smith of Laconia secretary-treasurer at a meeting held here recently.

Plans were announced for two new fairs this year, at Loudon and Atkinson. Since initial programs were held last fall, the new fairs will qualify for subsidies from betting at Rockingham race track. The two new associations make 14 fairs in operation.

The fall 1955 fair schedule was announced as follows: Pink Granite Grange of North Haverhill, August 5-7; Northwood, August 12-14; Dover, August 11-14; Plymouth, August 17-20; Cheshire County at Keene, August 25-27; Atkinson, August 26-28; Caanan, August 26-28; Hopkinton and Lancaster, each on September 2-5; Rochester, September 18-24; Deerfield, September 29 to October 2; Sandwich, October 12, Columbus Day holiday. Several fair dates have not yet been decided. Lake Crange Fair at Sunapee has suspended operations.

Charles A. Jones of Contoocook was elected a vice-president of the association. Directors for the coming year will be Carl A. Fogg of Deerfield, Lynn Webster of Canaan, Everard Hoar of Madbury, Clarke Ingalls of North Haverhill, Donald MacCullum of Northwood, William McCann of Dover, Lester E. Mitchell of Campton, George Willson of Rochester, Harry Blanchard of Sandwich, George Grinnell of Derry, and Louis Ballum of Walpole.

Hancock, Mass., To Operate Nights As Well as Days

DALTON, Mass., March 19.—The Berkshire County Fair, held annually in nearby Hancock, will operate three days and nights this year instead of six days as in the past. The annual is held on a 40-acre plot near Pittsfield.

Attraction plans, according to Frank Mongue, who is in charge of concessions, includes a midway with rides and shows, live performers and fireworks.

Fairgrounds have a potential of 125,000 customers in a 25-mile radius. Last year's run was hurt by weather.

Death Takes Campbell, Pryn, Eaton, O., Execs

EATON, O., March 19.—Preble County Fair here suffered a double loss recently, death taking its president, Stanley Compbell, and Bill Pryn, secretary-treasurer. Pryn died of food poisoning a week after Campbell succumbed.

Mineola Viewing Labor Day Shift

WESTBURY, N. Y., March 19.—Indications are that the Mineola Fair will be held this season during Labor Day weekend for the first time in at least 40 years. The change in dates from its customary mid-October running time is an offshoot of construction work on the New York State Thruway.

For the past two years the fair has been held at the Roosevelt Raceway harness track here, following the closing meet of the season. Since racing dates in New York State are set so as not to conflict with those of other tracks, an important element for Mineola has been the race dates at Yonkers Raceway in Westchester.

For months the Yonkers track has been cut off from transportation by the huge Thruway roadwork project, which runs right past the track. As a consequence local tracks are juggling their dates due to the Yonkers situation. It is not definitely known when or whether the Yonkers track can be used for harness racing, but the tentative plan is for the Roosevelt Raceway meet to end August 15.

Early September Posed

At present, if nothing interferes, it is expected that Mineola will hold its fair from September 3-11. Earliest date for the fair at the old fairgrounds, taken over by Nassau County in 1952, was during the week following Labor Day.

While the Labor Day date is a bonanza in many parts of the country for fair attendance, its benefits in the New York area and other shore metropolitan regions are problematical. The holiday, a last-fling chance for those in the cities, is usually a big one at parks and beaches. In addition the days immediately following Labor Day usually see resort folks packing up and trekking back to town. Both of these activities will have to be contended with if the fair runs as planned.

The Roosevelt Raceway directors are to meet on the 25th of this month to discuss the situation, after which they will get together with the Yonkers race track people April 10. From these sessions will evolve the Mineola dates.

The earlier running is looked on by the fair people as a chance to recoup some of the evening attendance it lost when it moved from the old fairgrounds to Westbury. In years past it was customary for as much as 60 per cent of the total attendance to be registered in the evenings. During the last two years, being an October event, the annual ran into cold nights which slashed the gate receipts to where only 25 per cent was recorded in the evening hours. This has meant a difference of some 60,000 to 65,000 persons, it is understood. Beside the change in dates, the directors are supposedly studying a plan to establish the fair on a Labor Day basis from now on.

Regina Maps Features of Jubilee Run

REGINA, Sask., March 19.—At their first meeting in the new Administration Building at the fairgrounds, directors of the Regina Exhibition Association gave consideration to plans for the Golden Jubilee exhibition, August 1-6.

Special tribute is expected to be paid to pioneers in the field of agriculture, to livestock exhibitors and to those long connected with civic and provincial affairs.

An expenditure of $1,500 toward decoration of buildings and grounds along a jubilee theme was approved and it was agreed that Indians would be given a more prominent role in this year's activities.

Parade Planned

Particular emphasis will be placed on plans for the reception and entertainment of former residents of the province.

It was also decided to plan a parade for the opening day of the fair.

Authorization was given an expenditure of $5,000 for putting heat in a portion of the Exhibition Auditorium annex so that more shows, meetings and conventions can be accommodated.

The Regina Kinsmen Club was again given the privilege to conduct a car giveaway during fair week.

Work will start this spring to improve the parking area to the west of the grounds.

Spokane Names Chas. Meenach As Manager

SPOKANE, March 19.—Charles T. Meenach, former Washington State 4-H Club agent, has been named manager of the Spokane Interstate Fair here effective April 1. He succeeds Herbert P. Welch, who resigned last November after serving two years as manager.

Meenach, a member of the Washington State Fairs Commission, was for eight years secretary of the Washington State Association of Fairs. He is scheduled to head up an expansion program at the fair which will include additional building facilities and increased entertainment and exhibit features.

The Interstate Fair was recently officially named the Spokane County Fair and Northeastern Washington District Fair. The county fair was formerly held in Deer Park while the district annual was held in Colville.

This year's Interstate Fair, August 25-28, will be the fourth since it was revived.

Ludington, Mich., Elects Sellner Prez

LUDINGTON, Mich., March 19.—Carl Sellner, Riverside fruit grower, was elected president of the Western Michigan Fair to succeed Stephen J. Herban. Financial reports showed 1954 fair receipts totaled $14,732, disbursements $15,488; loss $755.

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West Coast Wins Pact For Sacramento Annual

SACRAMENTO, Calif., March 19.—West Coast Shows were awarded the midway contract for the 1955 California State Fair & Exposition Thursday (17) at a meeting of the board of directors here. The Mike Krekos organization was awarded a three-year pact last November (The Billboard, November 27). This was rescinded by board action at a session on January 21 (The Billboard, January 29) on the grounds that Dudley T. Fortin, who was named secretary-manager early this year, said the California Department of Finance would not recognize long-term pacts.

In obtaining the three-year agreement, West Coast Shows offered a minimum guarantee of $86,000. This bid will hold good for the 1955 State Fair, the only exception being it will hold only for this year.

At the late 1954 bidding Orville N. Crafts Shows submitted an offer of 12.25 cents and the Frank W. Babcock United Shows, 12 cents per capita.

West Coast Shows, which include the West Coast Shows and West Coast Exposition Shows, played the State fair midway for the first time in 1954.

Bobby Cohn, West Coast's general representative, went strongly at the triple-timed State fair contract to round out similar routing agreements with other fairs. Those signed for the units on this basis include Kern County Fair, Bakersfield; Monterey County Fair, Monterey; Yuba-Sutter District Fair, Yuba City; Napa District Fair, Napa, and Multnomah County Fair, Gresham, Ore.

Harris Books Two Greater Boston Dates

BOSTON, March 19.—Jeff Harris, head of Jeff Harris Enterprises, this week announced the booking of two major Greater Boston celebration dates.

The first will take place in Charlestown the week of June 13. The second is scheduled for Knights of Columbus auspices in East Boston.

The Charlestown date is built around the celebration of Bunker Hill Day, an important holiday locally. It is usually sought by a number of promoters and organizations.

Harris said that a Fourth of July date, also in the Boston area, is also virtually set.

Two Va. Fairs Make 11 for Va. Greater

SUFFOLK, Va., March 19. — Rocco Masucci reports the signing of two additional fairs for the Virginia Greater Shows route, namely Tasley and Weirwood, Va., bringing the fair list to 11.

J. Edgar Thomas, manager at Tasley, was a visitor recently to quarters here and signed after talking with Masucci and general agent Bill Murray. Also visiting the grounds were Shirley Levy, of Metropolitan Shows; local postmaster Sam Stallings and Harry P. Taylor of the Elks Lodge which is sponsoring the opening date here, and Bill Sanders, American Tent Corporation of Norfolk.

Peck Skeds May 16 Bow

EUSTIS, Fla., March 19.—Key City Shows will open its season May 16 in Valparaiso, Ind., under police auspices, C. S. Peck, owner, announced. Peck has had his Scrambler on Blue Grass Shows in Florida this winter but expects to leave here soon for his Kankakee, Ill., winter base.

In addition to the Eli Scrambler, he has purchased a new Rocket Train from the King Amusement Company which will swell the line-up to five major and four kid devices. Route this year will include celebrations and eight fairs with most of the spots in Illinois and Indiana.

Winter quarters will open April 10 with painting and repairing on the schedule. Concessionaires who will be back with the show this season include C. Cave, H. Hanson and R. Schweppe, each with three concessions, and LaVerie with his short range.

Staff will include Robert Peck, general manager; Richard Kern, ride superintendent, and P. Venner, concessions manager.

Vivonas Slate April Opener In Baltimore

FLORENCE, S. C., March 19.—Season's opener for the Vivona family's newly named Amusements of America midway has been set for April 14, a Thursday, in Baltimore.

Personnel are trickling into quarters here and the work crew under Babe Vivona, John (Tiny) Dempsey and Don Crawn has completed the major part of building, repairing and painting.

The rides and rolling stock all have a new color scheme and the new show title, while ticket boxes and some rides will have pictorial treatment. General agent Morris Vivona reports the signing of another firemen's convention in New York State.

NSA Provides Reinstatement Of Delinquents

NEW YORK, March 19. — The board of governors of the National Showmen's Association has voted to reinstate delinquent members who are no more than two years behind in their dues upon payment of $10. The governors placed a 60-day time limit for action under this new policy, which it adopted Wednesday (9).

The club's social season includes two more meetings, on March 23 and April 13.

Mooney Inks 2 Manning Revues

MIAMI, March 19.—Joseph A. Mooney has contracted two girl revues on the Ross Manning Shows midway for this season, it was reported. These will be the Dream Hour Revue and the Dolls on Parade.

Mooney said his line-ups will be as follows: Dream Hour Revue will feature Rozina the Gorilla Girl, a six-girl line, one novelty and two strips. Rozina does a take-off of the old Lela Moore half and half dance with a six-foot gorilla. Dolls on Parade will feature Debbie Rose, exotic dancer from the Schuster circuit, and four strips.

STRATES EYEING LAYOUT OF FIVE FERRIS WHEELS

NEW YORK, March 19.—Some sort of achievement in ride presentations is said to be in the making by the James E. Strates Shows for the coming season. Strates is said to be planning an offering of five Ferris Wheels and two large Merry-Go-Rounds at major dates, one better than the four wheels presented by big shows in the past.

Week in Ocala Produces for Blue Grass

EUSTIS, Fla., March 19.—Blue Grass Shows overcame a sluggish start last week to finish fairly well Saturday night (12) in Ocala, Fla. Event was the Oklawana Valley Fair, a Moose promotion.

Opening on Monday (7) was highlighted by a parade from town to the fairgrounds, headed by Richard C. Cummings, who cut the ribbon to open the fair, and other civic officials. There was music by the 74-piece Ocala High School band, and the opener was operated as a ladies' night.

Tuesday, a family matinee, and Thursday, sunset matinee, were not as good as had been hoped. The Wednesday night business was good, with the Howard Academy High School colored band of 69 pieces playing at the front gate. Friday was passable and Saturday produced a nice matinee and big night business.

Whitey Weiss, business manager, with Bill Perrot as assistant, and lot man Johnny Hoffman, were commended for the jobs they did in Ocala.

J. L. Keef Route Includes Six New Ga., Ala. Fairs

VALDOSTA, Ga., March 19.—Capital City Shows will play five fairs new to its route this season, J. L. Keef, owner-manager, announced here in winter quarters. The additions include five annuals in Georgia, those at Americus, Valdosta, Manchester, Montezuma and La Fayette; the one new Alabama fair is at Fort Payne.

Show wil open here in Valdosta on April 1 and will start its fair route July 12. Tour is expected to keep the org on the road thru November 12, Keef said.

A crew is already here working on equipment and more men will join during the next 10 days. Visitors included Bill Porter, H. B. Rosen, Dick Wilson and Paul Robertson.

ALASKA OP FRAMES NEW MIDWAY ORG

ANCHORAGE, Alaska, March 19.—Alaska's first home-based carnival will hit the road this season as the Alaska Frontier Shows, according to J. B. Broadbent, veteran ride and concessionaire. Broadbent will head up the organization, which is expected to carry 3 major rides, 4 kid devices, 5 shows and upward of 15 concessions.

Show, which will bow May 29 and play Alaskan and Yukon territories, is limited in the number of dates. As a result, the rides will be set down in a permanent location for part of the season along with a driving range, miniature golf course and other attractions. Show will winter in Anchorage.

EARLY SPOTS OKAY FOR GOEBEL ORG

Announce Tie-Up With Freedman Show; Adopt Western Theme for Back-End

BUCKEYE, Ariz., March 19.—Pan American Amusement Company, owned by Louis Goebel, of Thousand Oaks, Calif., and managed by Jimmie Wood, moved in here early this week for the annual Fiesta, its third spot on the 1955 route. Show was on the midway of the California Mid-Winter Fair in Imperial for the fourth consecutive year and at the Maricopa County Fair in Mesa.

Following its Arizona route for the third consecutive year, the show is set to play the Coolidge Community Fair, Miami-Globe Community Fair and the Yuma County Fair. The show, which specializes in community fairs, will be on the road until November 11 when it plays the Armistice Day Celebration in Van Nuys, Calif.

At the California Mid-Winter Fair, the show featured 11 major and 7 kid rides. The adult and kid midways were separated with the former also including four shows, the Rosedale Village, Lin Bothwell's old cars, Norman Anderson's hippo, and a Funhouse. Anderson's elephant, handled by Wally Ross, was on the independent midway as a ride. Admission was 50 cents for kids and 25 cents for children.

Freedman Tie-Up

By a recent tie-up, Pan American is working with Alex Freedman's FairTime Shows as a second unit. This unit carries 6 major and 6 kid rides and Funhouse. With Freedman as owner, Pat Graham, former trainmaster with Clyde Beatty Circus and Foley & Burk Combined Shows, will serve as manager, and Rubin Olvera, superintendent of canvas. The show is set to open in May with the Calaveras County Fair and Jumping

(Continued on page 44)

Dallas Fems Okay Mixed Membership

DALLAS, March 19.—The Lone Star Showwomen's Club of Texas voted to broaden its membership to include male members at its regular meeting here Monday (14). Heretofore men have held only honorary memberships in the organization.

The move was made as the result of a membership poll that indicated an overwhelming majority of the members favored the switch to a mixed club. And the measure was again approved by a wide majority of the record turnout at the meeting.

Officially, the change will not be effective until the next officers take over, and a proposal that the club's title be changed was tabled for the present.

Study Rule Change

Under the new operation, men will be eligible to run for office. Johnny Obluck headed up a discussion on changes to the bylaws,

(Continued on page 48)

Ruback Adds 2 Wyo. Celes

SAN ANTONIO, March 19.—Alamo Exposition Shows have added two celebrations to their route, giving the show a total of 16 fairs and celebrations this season, Jack Ruback, general manager, announced here at the org's winter base.

The celebrations are the Lander Pioneer Days at Lander, Wyo., June 28-July 4, and a stand at the Warren Air Force Base in Cheyenne, Wyo.

Color scheme this year will be white and red and most of the trucks and trailers already are decked out. Jack Oliver has been busy reconditioning the Tilt-a-Whirl and Octopus, and Red Doyles is ready to go with the Merry-Go-Round. Diesels and other gear is being worked over by Jimmy Luckens while Bill Williams and Bob French are doing much rebuilding. Bill Hogan has the trucks in good mechanical shape and Gene Cray has been busy painting the rolling stock.

120 Turn Out For League's 'Irish' Party

CHICAGO, March 19.—Close to 120 members and guests turned out for the annual St. Patrick's Day party of the Showmen's League of America, held in the club's rooms here Thursday night (17).

Feature of the evening was the corned beef and cabbage dinner. Following was a floorshow which included impromptu acts by members plus professional performers, Dick Ware supervised arrangements for the event.

Outside talent included Whitey Roberts, comedy juggling; Frank Farnum, dancer; Ann O'Connor, comedy exotic; the Mattisons, dance duo; Bill Farrell, songs and dances, and Tonny Marlow and Moelle, songs. Ben Young's orchestra cut the show and played for the dancing that followed.

The regular meeting, held on Thursday, was canceled to make way for the party. All League officers were present with the exception of Secretary Joe Streibich, who was ill and confined to his home.

Early Stands Satisfactory For H. P. Hill

RANKIN, Tex., March 19.—Hill's Greater Shows trucked here this week from Del Rio, Tex., where it played under auspices of the Parent-Teachers' Association and caught good weather and okay business.

Stand here was the org's fourth Texas spot of the new season. Opener was in Crystal City February 20-27, followed by a four-day stop in Eagle Pass, both of which were reported satisfactory.

Charlie Chancey's Monkey Speedway has been one of the most popular units on the midway. The Tilt-a-Whirl led the rides with the Rock-o-Plane a close second. Show is carrying 16 rides, including six of the kid variety.

Frank Caskins, agent, rejoined here after a 10-day business trip.

Carl Anstead Frames Show

PONCHATOULA, La., March 19.—Carl Anstead, veteran show agent and manager, is back in action after a year's absence from the road and has organized his own show. The new org will be titled Southland Greater Shows and will carry five rides. Anstead reports he will tour Louisiana, Mississippi and Arkansas.

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HELP—Foremen in general and Second Men. Those with us last year, write. Also want General Ride Men and other Help. Prefer semi drivers.

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CONCESSIONS—Long and Short Range, Age, Glass Pitch, Custard, legitimate Stock Concessions of all kinds. JOE EXEL, contact if coming. V. L. COLLIER wants Concession Help. SHOWS—Monkey, Mechanical, Fat, Midget, Wildlife, Glass House, organized Minstrel Show, Drome or any non-conflicting Show. We have the following Shows: Big Snake, Side Show, Girl Shows and Fun House. BOBBY AND BILLIE TAYLOR WANTS SIDE SHOW HELP. RIDES—Coaster, Boil-o-Plane, Rock-o-Plane or any Rides not conflicting with what we have. ALL Ride Help report Monday, March 28. Winter Quarters on Statenville Rd. Can use Mechanic with tools. All replies:

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SHOWS: All kinds. Motordrome, Fun House, Grind Shows.

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Brand new Calumet Coach with Mills Twin Head Custard Machine, Hamburger Grill and Steamer, Malted Milk Machine, Fruit Dispenser, Hot Water; ultra modern, complete cost $6,000.00, sale price $3,500.00. Can be booked on my show. Will pay for itself this season. Write or wire

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For winter quarters. Brush Painter for Merry-Go-Round Horses, Man who can handle spray equipment for trucks and ride steel. Combination Electrician and Mechanic. Foreman and Second Men for Rides. Want capable Lot Man. Will book any kind of Concession, Six Cats, Buckets, Swinger, Ringo and Diggers open. Two wall framed Girl Shows with own equipment. PARADA SHOWS, H. C. Swisher, Box 123, Phone 468, Caney, Kan.

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SOUTH TEXAS LIVESTOCK SHOW
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Shows—Rides—Concessions.
American Midway Shows
Raymondville, Tex., this week.

MIDWAY OF MIRTH SHOWS
Opening March 26, Hoxie, Ark.
(2 Saturdays)
WANT
Merchandise Concessions, Novelties, Bumper, Coke Bottles, etc. Ride Help. Write, wire or come to Winterquarters, Jonesboro, Ark., until March 24; then Hoxie. (Jonesboro phone: Webster 3-8274).

MIDWAY CONFAB

Mary K. Sarlow's new song, "Why Start a Heartache," is currently being featured by Bill Henry. Miss Sarlow, a staff member of the Ionia (Mich.) Free Fair, is coming up with a new novelty number, "My Baby Won't Sit Thru a Mambo."

Mr. and Mrs. Marshall Green have had their share of bad luck in recent weeks. En route to their Evansville, Ind., home from Florida their car was hit by another with

(Continued on page 48)

AGENTS WANTED
Six Cats and Buckets, Pitch Till You Win, Balloon Darts. Also want Man to take head Cigaret Color Block, also want head for Buckets. Opening with Ross Manning Shows April 9. Contact me here, Ruskin, Fla., till April 4.
ROY T. DUFFY

WANT TO LEASE OR BOOK
Due To Disappointment
Eli Wheel and any other non-conflicting Major Ride. Opening for few Hanky Panks. 12 Fairs — 20 Annual Street Celebrations. Johnny Howard, contact. Opening date shown in our ad in March 19 Billboard, page 60, was incorrect. We will open about May 20.
CURL AMUSEMENT CO.
South Sioux City, Neb.

WANTED
Secondhand or new Animals or Birds to replace Horses on standard Merry-Go-Round. Please contact
R. RICHARDS
The Springs Cotton Mills
Lancaster, S. C., or Phone 4783 Lancaster

WANT CARNIVAL
For American Legion Celebration—Date Open—Late spring or early summer. Large, dry grounds available. Complete Carnival only; no separate acts or concessions. Contact
L. E. DOLD, Mgr.
412 N. New Albany St., Sellersburg, Ind.

WANT
No. 5 Eli Wheel Help. Concessions and Bingo, Grab. Shows, Rides, Agents, Help.
Opening Wilson, Okla.
H. B. DICKSON
Ravia, Okla.

OPENING MARCH 25
For 9 Days in West Memphis.
All Concessions that contacted me before come on. Due to better route we are not going to play Hoxie. Can use a few more Hanky Panks. No flats or gypsies. No phone calls. Wire or write
BURKHART SHOW & AMUSEMENTS
Turrell, Ark.

WANT
Carnival or Rides, July 1-5.
20th Annual 4th of July Celebration.
Fireworks—Free Acts Each Night.
Contact
EDWARD PRIEBE
American Legion Merrill, Wis.

ROD LINK
WANTS GRIND STORE AGENTS
Bucket, Swinger, Six Cat Agents. Will open about April 12.
Write or wire: Fremont, Ohio.

WORLD'S CLEANEST MIDWAY
KING REID SHOWS
AMERICAN CANADIAN TOUR

We proudly announce for 1955 Greatest International Route in the history of our organization. Opening May 2d in New York, we have already contracted 12 sensational engagements at International Celebrations, Old Home Weeks and Centennials on both sides of the border and our unbelievable star-studded route of 14 of the finest State, County and Provincial Fairs on this Continent.

We will open with 12 outstanding tented Attractions and not less than 20 modern stream-lined Riding Devices. Moving on the finest fleet of all new trucks and trailers, we will present 50 giant loads of glittering show paraphernalia blazing under the dazzling brilliance of four mammoth light towers. Our battery of new searchlights has already been delivered. All canvas will be royal blue and all our riding devices will be brightened in the lavish colors of fluorescent lighting.

WE ★ HAVE ★ OPENINGS ★ FOR ★ THE ★ FOLLOWING:

CONCESSIONS: Positively Hanky Panks only. Concession Help for office-owned Concessions. Man to handle our giant Glass Pitch. Grey-hound wanted.

RIDES: Shooter, Rolla-Plane, Rock-a-Wheel, Turn-Pike, Round-Up, Live Ponies.

SHOWS: Want well-organized Minstrel Unit with band. A fortune awaits you in Canada. We will provide entire equipment. Opening for small One-Ring Circus. Mechanical Show. Good opening for modern Arcade.

SHOW FOLKS: Men to handle brand-new office-owned Fun House. Capable showman to take charge of Monkey Speedway.

SHOW ARTIST: Can place at once for steady job all season half-sober Scenic Artist, Letterer, Banner Painter.

BILLPOSTERS: We will carry two trucks all season. Want Card Man, Lithographers, Billposters.

RIDE HELP: Top prices to top men. Foremen for Caterpillar, Loop-the-Loop, Octopus, Rocket, large Merry-Go-Round. Help on all other rides. We will present 38 rides during our fair season.

WILL BUY: At once for extra independent ride unit 2 abreast Merry-Go-Round, Chairplane, cheap for cash. Any other rides that are priced low for immediate sale and can be inspected.

KING REID Winter Quarters MANCHESTER, VERMONT

WEST COAST SHOWS
LAST CALL • 27th ANNUAL TOUR • LAST CALL
OFFICIAL OPENING, APRIL 11, Bakersfield, Calif., West Coast Shows
APRIL 12, Modesto, Calif., West Coast Expo. Shows
WINTER QUARTERS NOW OPEN
All contracted help may report to our winter quarters. Can still use Experienced Showmen in all departments. Truck Drivers given preference.
WANTED Will book Scooter or Dark Ride or any other ride not conflicting with exceptionally good deal to the right party for '55 season.
BUSTER ODLE CAN USE GIRLS FOR GIRL REVUE SHOW
Contact Odle c/o Winter Quarters
CONCESSIONS Have a few openings for Hanky Panks not conflicting with what we now have booked. Contact us immediately and tell us what you have.
ALL REPLIES
WEST COAST SHOWS, c/o Winter Quarters, Fair Grounds, Madera, California.
"THE WEST'S BEST MIDWAYS"

C.S. PECK presents KEY CITY SHOWS
OPENING MAY 16, VALPARAISO, IND.
We have a strong route of Celebrations and Fairs up to October 1 playing payroll towns and the cream of the farming country
WANT Good proposition to a Fun House or Glass House and Motor Drome. Still use a few Hanky Panks such as Photos, Snow, Hoop-La, Rumper, Hi-Striker or anything new—only one of a kind. No flats, no gypsies or percentage.
RIDE HELP: Foremen on Merry-Go-Round and Ferris Wheel, $60.00 and bonus. Must have license and drive. Also a few Second Men.
Can place Agents for office-owned Concessions for Scale and Age, Cigarette Gallery, Balloon Darts, Milk Bottles, Bear Pitch, Novelties, etc. Counter Man for Bingo. All Agents contact P. VEHNER, Gen. Del., St. Petersburg, Fla. All others contact C. S. PECK, Box 63, Kankakee, Ill.

CENTRAL STATES SHOWS
14 RIDES TWIN SEARCHLIGHTS
10 SHOWS 6 — 50 ft. LIGHT TOWERS
THE FINEST MIDWAY IN THE MIDDLE WEST. SHOWING A PROVEN ROUTE OF STILL DATES AND 16 OF THE BETTER FAIRS AND CELEBRATIONS
Want first-class Billposter and Press Agent. State proposition. Also outstanding Free Act. Want Concessions: Basket Ball, Knife Rack, Ball Games, Custard, Derby, etc. No racket. Tex Chambers wants Agents for Six Cats and Hanky Panks. Doc Steinbeck wants Bingo Countermen and Hanky Pank Agents, also Man to handle Kiddy Rides and Coaster Foreman. Can place Wheel Foremen and Second Men. Want Shows of all kinds; have top and banner line for 10-in-1. Will furnish equipment for organized Jig Show. Want Fun House and Motor Drome.
OPENING APRIL 18, CENTRAL KANSAS W. W. Moser, Mgr.
WINTER QUARTERS, HAZELTON, KANSAS

AGENTS—WANTED—AGENTS
FOR APRIL 15 OPENING WITH TIVOLI EXPOSITION SHOWS
CAN USE AGENTS FOR PEEK AND COUNT STORES, also GOOD SIX-CAT AND BUCKET AGENTS. AGENTS FOR CIGARETTE PAN GAME. DEALERS FOR PEA POOL AND "BEAT THE DEALER." Can place a few good Hanky Pank Agents. Can always use good Concession "Up-and-Down" Help, as well as good Ride and Show Help. Wire, write, phone (no collect calls, please).
Contact H. V. PETERSON, Mgr., or FRANK SPINA, Bus. Mgr.
P. O. BOX 742, JOPLIN, MO. (Phone: Mayfair 4-1272)

BUFF HOTTLE SHOWS
WANT FOR OPENINGS
UNIT #1—MARRERO, LA., APRIL 2 UNIT #2—BATON ROUGE, LA., APRIL 9
FOREMEN AND SECOND MEN WHO CAN DRIVE SEMIS. Can always place Useful People for long season. Winterquarters now open. CAN PLACE CONCESSIONS THAT WORK FOR STOCK. ALSO SHORT AND LONG RANGE GALLERIES ON BOTH UNITS. Elmer Bullard, Bob Ames, Bob Jones and Bob Dietrich, contact.
BUFF HOTTLE SHOWS, P. O. BOX 833, COVINGTON, LA. (Phone: 1588)

C. C. (SPECKS) GROSCURTH PRESENTS

BLUE GRASS SHOWS

FEATURING THOROUGHBRED ENTERTAINMENT

WANTED

FOR SHRINE CLUB SPRING FAIR FESTIVAL, PENSACOLA, FLA., WARRINGTON SHOWGROUNDS, NAVY BLVD., APRIL 9 THRU 16; BIG NAVY PAY DAY. TWO SPECIAL CHILDREN'S DAYS; FOLLOWED BY OFFICIAL OPENING AT OWENSBORO, KY., THURSDAY, APRIL 28, THRU MAY 7.

Legitimate Honky Panks of all kinds, Cook House for season, Arcade, Age and Scales, Short Range, American Palmistry, Diggers, etc.

Can place Popcorn, Candy Apples, Floss, Bingo for Pensacola date only.

SHOWS — Can place Girl Show for season with own wagon front, or will furnish some; must have at least four girls and own sound equipment. Also will book any good Grind Show with own equipment, such as Monkey Show, Wildlife, etc.

KIDDIE RIDES — Will book non-conflicting Kiddie Rides for season, such as Boat, Kiddie Auto and Live Ponies.

HELP — Want Glass House Operator who drives semi. Man for Marquee and Light Towers. Foremen and Second Men on all Major Rides. Starting at Pensacola. All must be licensed semi drivers.

All address C. C. GROSCURTH, Mgr., 816 West Elm St., Tampa, Fla.

P.S.: Concessioners may join us at either Pensacola or Owensboro, or any or all spots.

PENN PREMIER SHOWS

worlds ★ cleanest ★ midway

OFFICIAL OPENING APRIL 11, BALTIMORE, MD.

CONCESSIONS — Can place Photos, Glass Pitch, Age, Scales, Derby Racer, Fish Pond, Novelties, Cork Gallery, Short Range, Basketball, Palmistry or any other legitimate concession. CAN PLACE EXCLUSIVE FOR STILL DATES AND FAIRS—CUSTARD, MUST BE IN KEEPING WITH THE SHOW. CAN PLACE POP CORN AND FLOSS FOR SEASON.

HELP — Can place Foremen for Wheels, Octopus, Roll-o-Plane, Tilt-a-Whirl, Kid Boat Ride, etc. Also good Second Men who drive, must be sober and reliable. Report to winter Quarters not later than April 4, as we leave here April 6.

RIDES — Can place Coaster, Fly-o-Plane or any Ride not conflicting. We have 14 big Fairs.

SHOWS — Can place any Shows not conflicting. Frank Tezono can place Girls for Girl Show. Will buy bottle specimens for Life Show. Address all mail and wires to

LLOYD D. SERFASS Penn Premier Shows, Henderson, N. C.

SNAPP GREATER SHOWS, INC.

Can Place to Open May 1st

SIDE SHOW, MOTORDROME, MONKEY SHOW OR ANY GOOD GRIND SHOW.

ALSO GOOD CLEAN COOK HOUSE.

We enter Wisconsin first week in June, and play some of the finest County Fairs in that State, closing the first week in September; followed by our Southern Circuit of Fairs.

WIRE, PHONE OR WRITE

SNAPP GREATER SHOWS, INC., 118-128 VIRGINIA AVE., JOPLIN, MO. (Phone: Mayfair 4-4748)

P.S.—Can place to open week of April 1, Joplin Home Show, City Auditorium—3 DEMONSTRATORS OR PITCHMEN.

DON FRANKLIN SHOWS

OPEN IN SEGUIN, TEXAS, MARCH 18 THRU 26

Want Foreman and Second Man for Tilt, also Merry-Go-Round Foreman, must be able to drive semi.

Want to book Octopus, Rock-o-Plane or any Major Ride not conflicting. Have opening and good proposition for Shows.

Concessions looking for a long season's work, contact me. All replies:

RALPH WAGNER

Box 649 Seguin, Texas, Phone 2516

FOR SALE

1949 TILT-A-WHIRL

In perfect condition.
Price with Bullplate Trailer,

$8,500.00

This ride is not junk. Principles only.

RIDE AMUSEMENTS

5510 Dunham Rd., Maple Heights, Ohio
MOntrose 3-8563

WANTED FOR

JOYLAND MIDWAY ATTRACTIONS

Opening April 22 to May 1, Harper's Woods (suburb of Detroit), Michigan

Legitimate Concessions of all kinds. Will buy or book Sit-Down Grab. Special inducement to any neatly framed Show such as 10-in-1 or 5-in-1. Extra good proposition to Motordrome in maiden territory, Monkey Drome or Monkey Speedway. Also want Dark Ride. Can use Girl Show for whole season, with or without outfit. Want to hear from Whitey Sutton, Cliff Patton, Larry Neal and Cash Miller at once. All people with me before are welcome back. Want Ride Help and useful Show People of all kinds. All mail and wires to

ROSCOE T. WADE, Hotel Eddystone, 118 Sproat St., Detroit, Mich.

SILK CITY SHOWS

OPENING APRIL 14th IN NORTH JERSEY

Want Cookhouse, Popcorn, Candy Floss, Ball Games, Duck Pond, String Game, Pitch-Till-You-Win, Hi-Striker, Shooting Gallery, Scale and any 10¢ Grind Stores. Want Help for all Rides and Arcade Men. Write to

A. LONGO

260 McBride Ave. Paterson, N. J.
Or call Sherwood 2-5918

ANNUAL OLD HOME WEEK

Arnold Volunteer Fire Department, Arnold, Pa., July 11th to 17th.

Want complete Carnival with Shows, not less than Ten Rides.

Write or wire

DAVID V. SANTORE

317 IROQUOIS AVENUE ARNOLD, PA.

Side Show Acts Wanted

Fire Eater, Pin Cushion, Freak, Girls to Bally. Want strong Annex. No Half and Half or Sex. Emmett, Phil, Joe, Troy and people who have worked for me before, answer.

EARL MEYER

c/o All States Park
13212 Nebraska Ave. Tampa, Fla.

DUE TO LAST-MINUTE DISAPPOINTMENT

Can Place for Opening May 2nd for Our Outstanding 24-Week Route of Celebrations and Fairs

Complete modern Kiddie Ride unit not conflicting. Can use 4 or 6 additional Kiddie Rides with or without transportation.

Want Ride Superintendent due to disappointment; salary unlimited for right man. Also want top notch Truck Mechanic for our fleet. Salary no object.

KING REID

Manchester, Vermont

JOHN H. MARKS SHOWS

Opening 1st Week in May, Richmond, Va.

Followed by Excellent Route of Still Dates and Fairs.

CAN PLACE—Experienced Truck Mechanic to handle fleet. Must have own tools. Show Carpenter. Pictorial Artist. Grind Shows with or without transportation and equipment. Legitimate concessions of all kinds except eats and drinks. Will book or buy Octopus, Tilt-a-Whirl or any other late model novelty ride.

ADDRESS: Box 771—Richmond, Virginia,

LEO LANE SHOWS

WANTED FOR HINESVILLE, GA., UPTOWN LOCATION WEEK OF MARCH 28. CAMP STEWART PAYDAY.

FOLLOWED BY SAVANNAH, GA., FOR TWO WEEKS

Hanky Panks of all kinds, Bingo, Popcorn, Apples, Age & Weight, Custard, Jewelry, Novelties, Long and Short Range, French Fries.
Shows of all kinds except Girl Show.
Ride Men who drive.

All address LEO LANE SHOWS, Woodbine, Ga., this week; or come on.

A. J. SUNNY AMUSEMENTS

WANT FOR 1955

Ride Help—Wheel Foreman, Merry-Go-Round Foreman, Tilt-a-Whirl Foremen, Screw Bell Foremen, Kiddie Ride Foreman. Winter quarters open April 1. Top wages to men who know they can handle rides with care. Semi drivers given preference. CONCESSIONS—Want all kinds of Merchandise Concessions. Can use small Show of any type for season.

A. J. SUNNY

3006 EAST 130TH STREET CLEVELAND 20, OHIO
Phone: WAshington 1-4679

TIVOLI EXPOSITION SHOWS

WANT TO BOOK GOOD 10-IN-1 SIDE SHOW. WE HAVE TOP, FRONT, BANNERS AND TRANSPORTATION FOR SAME. WILL GIVE GOOD PROPOSITION. Show opens first part of April with a long route of proven Still Dates, Centennials, Celebrations and Fairs. ALSO CAN PLACE SEVERAL HANKY PANKS EXCEPT EATING CONCESSIONS. WANT TO BOOK OCTOPUS RIDE OR ANY OTHER MAJOR RIDE NOT CONFLICTING.

Contact H. V. PETERSEN, Mgr.

BOX 742, JOPLIN, MISSOURI

AMERICAN BEAUTY SHOWS

WANT FOR SEASON 1955

OPENING APRIL 21, DE SOTO, MO. (2 Saturdays).

Short Range, Scales, Photos and other Hanky Panks not conflicting. FOR SALE: COOKHOUSE COMPLETE (good top and sidewall). Show leaves Winterquarters April 19.

All replies to H. W. BARTHOLOMEW, Mgr.

BOX 29, PERRYVILLE, MO. (Phone: Old Appleton 2110)

WANTED

RIDE HELP: Foreman and Second Men for Tilt, Jenny, Wheel, Spitfire and Kid Rides. Must drive semis. Bill Pratt is no longer with this show.

SHOWS: Front Man for Girl Show. Athletic Show Operator; Cliff Travis, answer. Due to disappointment can use Mechanical and Grind Shows.

CONCESSIONS: Can use Hanky Panks only, no flats or percentage. Geo. and Ann Mitchell, get in touch with Jay. Denny Moore is no longer with this show.

Long Route of Fairs and Celebrations in Minnesota and North and South Dakota. Show opens May 9. Winter Quarters now open at Eatons Dude Ranch. Plenty of space for your truck and trailer.

GOLDEN WEST SHOWS

ROUTE 1, ROSEMOUNT, MINN.

JOE (EDDIE) SNAPP

WHERE IS HE? $100 CASH REWARD

For location of Joe Snapp (wife Doris). Was Ride Man with Baker United Shows. Closed last with Jimmy Chanos Shows. For reward call collect.

GEORGE TURNER

Phone Victor 3-9888 Oklahoma City, Okla.

WANT

For now and all season any Major or Kiddie Ride that doesn't conflict, Girl Show with two or more Girls with own outfit, any Grind Show with own outfit, any Hanky Pank that can and will work as told, Agents for office owned Ball Games. We positively will go up country with the weather. Virginia and Maryland.
All replies to Waycross, Ga., until March 26; than Blackshear, Ga. American Legion Spring Festival week March 28.

MILLIKEN BROS.' SPONSORED SHOWS

WAYCROSS, GA.

WANT

Capable Mechanic, Electrician and Ride Superintendent, Show Painter. Want Ride Foremen for Octopus, Mix-Up, Merry-Go-Round. Second Men for Tilt. Can place Hanky Panks of all kinds, Mitt Camps, Lead Gallery, Jewelry. Want Hanky Pank Agents.

M. M. ROLAND, 100 Church St. Geneva, Ala.

C. A. STEPHENS SHOWS

WANT FOR LAKE CITY, FLA., MARCH 28 TO APRIL 2

CONCESSIONS—Long and Short Range Gallery, Glass Pitch, Jewelry, Six Cats and Bumper. SHOWS—Any worth-while attractions. RIDES—Can use Rides here, headed north.

Contact C. A. STEPHENS, Lakeland, Fla., this week

FOLLOW THE WOLFE ARROW

WOLFE Amusement

THE SHOW THAT GETS UP ON SUNDAY

LAST CALL— ALL PEOPLE CONTRACTED AND THOSE DESIRING BOOKING FOR OPENING WEEK

OPENING AT SPARTANBURG, S. C., SATURDAY, APRIL 2 (2 SATURDAYS)

Moving on the lot (across from the Steeples Drive-In Restaurant) Thursday, March 31. Stan Wrisley, call me after 7 p.m. Shipman and Wolf, expecting you, also the Doyles.

CAN PLACE THESE CONCESSIONS — High Striker, Cat Rack, Bottle Ball Game, Glass Pitch, Block Pitch, Clothes Pin Pitch, Swinger, Buckets, Pan Game, Scales, Balloon Darts, Penny Pitch, Fish or Duck Pond, Cork Guns, Short Range Gallery (have one for sale, ready to go, complete with guns, on two-wheel trailer; will book), Long Range. No time to write—wire what have you. Very reasonable privilege.

WANT SHOWS — Fun House, Fat Show, Freaks, Animals. Wire or call what you have—low percentage.

RIDES and RIDE HELP — Will give special inducement to a set of Kiddie Rides. Chairplane Foreman, Second Men on Wheel and Octopus. Good salaries, bonus, percentage.

WIRE OR CALL—LANDRUM, S. C. PH.: 4565

BEN WOLFE

BELL-FORM SHOWS

OPENING FOR 1955 SEASON, APRIL 25

Best route in New England—largest feast in the East, Middletown, Conn., St. Sebastian, week of May 4, and all choice dates.

WANT WANT WANT

CONCESSIONS—Glass Pitch, Long Range, Short Range, Cork Guns, Hoop-La, Basketball, Jewelry, Darts, String Game or any legitimate games of skill. Spinelli Bros., let's hear from you. Have for Sale—2 Onan 25 Kw. Power Plants, cheap. Will lease, book or buy for cash late Tilt. All answers:

MIKE FORMAGIONI, 13 Division St., Bristol, Conn.
JOHN J. BELLOISE, 35 Winthrop St., Bristol, Conn.
Phone: LU 2-0954—LU 3-7256

WADE GREATER SHOWS

WGW

CLEVELAND, OHIO—OPENING APRIL 2—CLEVELAND, OHIO

HELP — Fully experienced Foremen and Second Men for all Major and Kiddie Rides. State Ride or Rides you have worked on and like best, how long and who for. If married, can use Wife as Ticket Seller. Top wages if you are sober, reliable and can drive semis.

CONCESSIONS — Grab (either Sit Down or Trailer), Novelties, Jewelry, Photos, Custard or Ice Cream.

SHOWS — Fun House, Glass House, Machanical, Monkey Drome, Arcade, or what have you? Give full information. These attractions to open May 2.

All Replies to

HARRY LOTTRIDGE, Manager
P. O. BOX 6404, CLEVELAND, OHIO

ALAMO EXPOSITION SHOWS

WANT . . . 1955—SEASON—1955 . . . WANT

OPENING AT AUSTIN, TEXAS, MARCH 25 TO APRIL 2

RIDES: Can use capable Ride Foremen for Kid Auto and Airplane Rides. Must be able to drive semi. Can place Second Men on all Rides. SHOWS: Have Athletic Show complete, want Operstor for same. From June on show will be out of Texas, must drive truck. Also will book Shows not conflicting. NOW BOOKING FOR THE BIGGEST SPRING CELEBRATION—THE BATTLE OF FLOWERS, SAN ANTONIO, TEXAS, APRIL 18 TO 23. Can place Custard, Penny Arcade and Novelties for season. We now have four Air Bases booked and 16 Fairs and Celebrations. Looks like the banner season for the Alamo. Will book Novelties for the Battle of Flowers. Contact

JACK RUBACK, Mgr.

2340 EAST HOUSTON ST. (PHONE: CA 6-1812), SAN ANTONIO, TEX., UNTIL MARCH 25; THEN ALAMO HOTEL, AUSTIN, TEX.

WILLIAM T. COLLINS SHOWS

WANT Electrician who understands transformers and capable of handling a large show, must have reference and be able to drive semi. WANT Foremen for Roll-O-Plane and Scrambler. Also Second Men for all rides. Must drive semis and have chauffeur's licenses. WANT Man for towers and front gate. WANT Scenic Painter.

Address: 801 E. 78th St., Minneapolis, Minn.

HOWARD BROS.' SHOWS

WANT FOR SPRING OPENING, MAY 16 IN SOUTHERN OHIO

Concessions—Ball Games, Pitch Wins, Cigarette Gallery, Shooting Gallery, Short Range, small Cook House. One small Show. Ride Help and Foreman who drive semi. Winter quarters open at Chauncey, Ohio.

RAY S. HOWARD
1354 ACHER ST., OTTAWA, OHIO

GEORGIA AMUSEMENT CO.

OPENING APRIL 9. NO GATE—NO FLATS—EIGHT RIDES.

Will book legitimate Concessions of all kinds, High Striker, Fish Pond, Bowling Alley, Hoop-La, Coke Bottles, Slum Spindles, Dart Balloons, Cork Gallery, or what have you? Will sell exclusive on Bingo, Cook House, American Mitt Camp. Shows—Book moral and refined. Help—Use Foremen for Tilt, Jenny, Wheel, Chairplane; Second Men for Octopus. Also use Man to handle three Kiddie Rides. All those with me in the past report to quarters at once. Yes, plenty of feather beds and hot biscuits.

H. H. SCOTT, Route 4 Toccoa, Georgia
(7 miles southwest of Toccoa, Ga. I have no phone.)

PRELL'S BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED
BROADWAY AT YOUR DOOR

WANT FOR 1955 SEASON

Opening Early in May

WANT Cook House, Age and Scales, Hanky Panks, Long and Short Range Shooting Gallery, Palmistry, Novelties.

WANT first-class Side Show with or without equipment. High-class Girl Show or Operator with girls. Man to handle Monkey Show. Bob Holmes, contact. Man to handle Glass House, salary and P.C.

WANT Pony Ride, Dark Ride—will book or buy.

WANT Artistic and Scenery Painter, Billposter. No drunks. Want Man to handle four new Kid Rides. Ride Help, semi drivers preferred. Contact Abe Prell, Winter Quarters, April 1, Greenwood, S. C. All showmen who contacted me before get in touch.

All answer: SAM E. PRELL, 216 Custer Ave., Newark, N. J.
UNTIL MARCH 26; THEN MIAMI SHOWMAN'S ASSOCIATION.

NOLAN AMUSEMENT CO.

OPENING APRIL 15-23, SPRINGFIELD, OHIO. FOLLOWED BY:

Zanesville, Ohio; first in, downtown, Waterman lot by A&P Store.

Barberton, Ohio; first in, downtown at Magic City Shopping Center.

Fremont, Ohio; first in, regular show location, The Roger Young Park.

Elyria, Ohio; first in, same location as last year, Middle Ave. & Oberlin Rd.

Weirton, W. Va.; first in, downtown at the Community Center.

WANT CONCESSIONS, SHOWS, RIDE HELP

Concessions of all kinds. Ride Help—Foremen for Wheel, Merry-Go-Round, Whip, Octopus, Flying Scooters, Aerial Joy Ride, Loop-o-Plane, brand-new Coaster, Chairplane and Kid Rides. Second Men on all Rides. Can place Shows with own equipment. Want Electrician. Want Billposter. Man and Wife for Illusion Show. Rides—Live Ponies and any Rides not conflicting. Want to buy Transformer Truck complete. Must be A-1 for cash. Want Manager for #2 Unit to open in May. Also Concession and Ride Help.

FRED NOLAN, Route 2, South Zanesville, Ohio

PLAYLAND PARK, INC.

JOE MURNICK — ART LEWIS — BERNARD J. COBIN

WANT WANT WANT

FOR SOUTH'S NEWEST AMUSEMENT PARK, CHARLOTTE, N. C.

Largest city in State. Drawing population 600,000. Located on Wilkinson Blvd., on Routes 29 and 74 combined. 1½ miles from City Hall. Directly opposite Queensland Shopping Center now being built. Park will operate 7 days a week (all day Sunday). Permanent location. Daily broadcasting from park. Initial opening April 15 thru November 15, then weekends weather permitting.

RIDES RIDES RIDES

WILL BOOK, BUY or LEASE all Major Rides in good condition only. Such as Three-Abreast Merry-Go-Round, Ferris Wheel, 8-Car Whip, 7-Car Tilt-a-Whirl, Scooter, Rocket Plane, Coaster, 18-Car Caterpillar, Roll-o-Plane, etc. KIDDIE RIDES of all kinds. Must be in good condition only. Complete set or individuals. CONCESSIONS—All Eating, Drinking refreshments operated by park in permanent buildings. Help for above. CAN PLACE for merchandise only: Ball Games, Glass Pitch, Hanky Panks, Photo Gallery, Hoop-La, Hi-Striker, Arcade, one American Palmistry only, one Cigarette Pan Game. All canvas must be flameproof. Want capable Man to manage new 18-Hole Golf Course. Want to hear from ROCKY MARLOTTI, HARRY PRINCE, MORT MESSIAS, CASSIDY. Everybody working in this area come and see for yourself if possible before doing business. This territory is booming. Everybody:

Write, Wire or Phone ART LEWIS

3309 Wilkinson Blvd., Charlotte, N. C. Phone until 6 p.m.: EDison 3-1616; after 6 p.m.: FRanklin 6-7253.

GLADSTONE EXPO SHOWS

GLADSTONE

OPENING APRIL 18, YAZOO CITY, MISS.
APRIL 25, BATESVILLE, MISS.
MAY 2, HUMBOLDT, TENN., STRAWBERRY FESTIVAL

— 15 FAIRS —

WANT CONCESSIONS—Hanky Panks of all kinds, Fishpond, Glass Pitch, Pitch-Till-You-Win, Balloon Dart, Hi-Striker, Long or Short Range, Novelties, Cork Gallery, Jewelry, Razzle or Roll Down if you have Slum Concessions. Some P.C. open. WANT nice set of Kid Rides; will give EX. None office owned. SHOWS with own equipment, 25%: Snake, Side, Monkey, Wildlife, etc. RIDE HELP: Be in Winterquarters April 10. FOR SALE—Comet Ride, Tractor and Trailer, $1,600.00 cash. Contact

F. O. POOLE, Box 1184, Jackson, Miss.

P.S.: Chuck Alexander wants Agents for Six Cats and Buckets.

LAST CALL—THE MIGHTY INTERSTATE SHOWS—LAST CALL

OPENING APRIL 1, ALBANY, GEORGIA. RIGHT DOWNTOWN, TWO BLOCKS FROM GORDON HOTEL AND WESTERN UNION. SPONSORED BY THE "40 & 8." CATCHING AIR BASE AND MARINE BASE PAY DAYS. FOLLOWED BY WARNER ROBINS, GEORGIA. RIGHT DOWNTOWN, $6,000,000 PROJECT UNDERWAY. ALL CONTRACTED, PLEASE ACKNOWLEDGE THIS CALL. LOT WILL BE LAID OUT MARCH 29.

SHOWS: Due to disappointment will book Side Show with own equipment, or will furnish top, front, banners for same if you have something for inside. Will book any worth-while Grind Shows. Want for season: Minstrel Show with not less than 12 people, including band. Dick Palmer wants Talker and Geek for Snake Show, also Girl for Girl Show. CONCESSIONS: All legitimate Hanky Panks open. Will sell ex on Popcorn, Candy Apples, Floss, Sno Cone, Carmel Corn, Ice Cream, Custard. Have good opening for Long Range and Short Range Galleries, Diggers, Novelties, Jewelry, Age and Weight, Photos, High Striker, Glass Pitches. Want A-1 Caller and Countermen for up-to-date Bingo. Want Agent for Pea Pool. Roy Allen wants Peek, Count and Skillo Agents. Jack Stone, Bob Hailey, Harry and Jimmy O'Brien, get in touch. RIDES: Will book any Flat Ride or Kid Ride not conflicting with what we have. Have excellent opening for Live Pony Ride. RIDE HELP: Foremen and Second Men on all Rides. Want Show Carpenter with tools to join on wire.

Replies to H. B. ROSEN

Gen. Del. or care Western Union, Waycross, Ga., until March 26; then P. O. Box 226, Albany, Ga., or care Western Union, Albany, Ga.

R-B Advance Soars 50% Over 1954, May Hit $1 Million

New Selling Technique Appears Sound; Best Seats Again Head Demand

NEW YORK, March 19.—New techniques in selling Ringling Bros. circus to the public for its Madison Square Garden showing here apparently are paying off big. According to box office tabulations thru yesterday, advance sales were some 50 per cent ahead of the same period a year ago.

Last year the total advance sale ran to a little more than $400,000. If the present buying pace continues it is possible that the Big Show may have a million dollars or more in the till before the Garden doors open for the first performance on Wednesday (30).

Ringling scored its record advance sale in 1953 when some $500,000 was tabulated in advance. The figure for last year does not offer an exact comparison with that of 1953 since the federal tax on ducats last year was halved from 20 per cent to 10 per cent.

Once again the better seats, up to the $6.50 top, are most in demand. The cheaper and less desirable seats ranging down to $1.50 will be gobbled, if at all, close to show dates which are near sell-out proportions.

Easter Ducats Going

The bulk of the buying, as expected, is centered in the Easter vacation period when schools in the metropolitan and suburban areas will be on vacation. There was evidence this week that many of the days in this period would have jammed matinees.

The build-up of advance sales appears to have been accomplished by the massive use of newspaper advertising space. The kick-off in the weekend and Sunday editions a couple of weeks ago involved full page ads in the tabloids and half-pages in papers such as The New York Times.

The new selling technique, which also called for a heavy cut in the use of billing, is credited to Milton Pickman, promotional director. Banner hits and some lithography are now appearing thruout town. A painted board will be ready to entice Times Square strollers next week.

Monday (21), the first day of spring, Ed Knoblaugh, press chief, and his crew will make their first rounds of the town's dailies. Knoblaugh has two gimmicks that promise to appeal to news and photo editors. One is the construction of a dilapidated home occupying nine feet on one end of the flat cars for clown Emmett Kelly. Kelly, in make-up, will be enthroned on a suitable rocking chair in front of his prop home when the train pulls into each town. It is reasoned that photographers who have been shooting the unloading of elephants for years will welcome the change and the photo possibilities offered by Kelly.

Huge Herd Pictured

For handout purposes Knoblaugh was able to have all 55 Ringling bulls photographed at one time. The picture is unique and should make the long-mount

(Continued on page 48)

Nat Lewis Forms New Indoor Unit For Canada Run

LONDON, Ont., March 9.—Nat Lewis, formerly with the Eastern unit of Polack Bros.' Circus, is forming a new indoor show to play Canadian arenas. He announced the signing this week of a contract with the Shrine at London for a show May 5-7.

He said plans call for a two-month tour and a fall tour to follow the fair season.

Lewis said among the acts booked are Ed Widaman's Elephants and Arty's Dog, Eugene Christy's Lions, Al Landon's Midgets, Antonette teeterboard troupe, Navarr Risley act, Maran aerial act, Michal's perch act, Don Philip's unicycling and juggling, Four Whirlwinds, and Donald's Canines.

Whitey Boyd will be band leader and Edythe Boyd will play the organ, Lewis reported.

New show is called the Nat Lewis Circus. H. G. Law and William C. White are agents.

RINGLING TO CLOSE CHICAGO OFFICE

End Half-Century Link With Rails, Printers; Green Leaving Circus

SARASOTA, March 19.—Ringling-Barnum circus will close its Chicago office March 31, and its operations are scheduled to be handled in Sarasota thereafter. It will be the first time in well over a half-century that the show has not had a Chicago office.

Nat Green, manager of the Chicago office, said Friday (18) that he had finalized no future plans but that he was considering several possibilities.

The office, used primarily by the general agents as headquarters for making railroad contracts and shipping dated advertising material to the bill car, was opened by John Ringling. The site was chosen because of the number of railroads and printing companies in Chicago.

Lose Special Savings

For many years the office was set up in space provided at printing company quarters. Ringling dates still are printed in Chicago, but this season the order has been sharply curtailed in keeping with the decision to use a minimum of outdoor advertising.

In closing the office the show is giving up a special arrangement by which it saved about $10,000 or $12,000 annually on dates shipped from Chicago. The system dates from about 1902.

One of the previous office managers was the late Dan DeBaugh, widely known in circus and lodge circles. Another was Ralph Peckham.

After leaving printing company space, the show had its office at 155 N. Clark and for the past six years it has been at 139 N. Clark, which is a general office building. During the tenure of Waldo Tupper as general agent, the show discontinued its New York office and combined its activities with those in Chicago. Meanwhile, Harry Dube, publisher of the show's program book, has been using the space formerly used by the show in New York.

In quarters it was reported that the circus will handle all office business from Sarasota. A year-round office here first was set up in order to handle accounting and bookkeeping for the federal government's wage deduction taxes.

The show's Chicago lease expired February 28 and whether to continue it or close had been considered by the circus management during the month's extension.

RINGLING TO CARRY AIR-CONDITIONING

6-Unit System Tested for Under Canvas; Uses New Methods, Requires No Ice

SARASOTA, Fla., March 19.—Ringling Bros. and Barnum & Bailey again will have an air-conditioned big top. General Manager Frank McClosky this week said that a new system would be utilized and that it would be a sharp improvement over the system used by the show some years ago.

Six air-conditioning units will be carried. Each has an 80-ton capacity. The set-up includes Chrysler Airtemp equipment plus other parts, all of which were assembled at Lakeland, Fla. The units are mounted on motor trucks, each about 23 feet long.

Intakes at Sides

The new system will cool only the seating areas of the top, not the entire tent. Air will be forced in at the sides of the tent, rather than thru the top, as in the early system. The cool air will come in over the top of the seat wagons and will be drawn out from under the seats.

Plans call for placing one unit at each end of the top and two units at each side. Two of the units already are in quarters here and were tested Sunday (13). Unlike the other system, these air-conditioners do not use ice, it was understood.

From 1939 thru 1942, the show carried eight air-cooling units, but they were not wholly satisfactory, and sometimes the required ice was not available.

NEWCOMERS

Polack West Adds 2 Acts Since Opener

CHICAGO, March 19.—Two acts have been added to the regular running order of Polack Bros.' Circus, Western unit, since the show opened in January. And clown productions have been changed to put a musical number into the show.

The Palamedes (2) arrived from Europe after the show opened. This act has two men, each on a trapeze. While doing a head stand on the upper trap, one man holds the trapeze of the other. The second there performs spins, stands and other bits both stationary and while swinging.

In the show now is the goat act of Albert Ostermaier. The assorted breeds make a flash and with them is a big French poodle dog. The goats come in with a cart, then jump a fence, walk on their knees, march on their hind legs, roll a barrel and walk on a barrel. One butts a tricycle carrying the dog. It also pushes a wagon carrying Ellaine Millar, who assists in the act. Speedy wind-up has the goats in a Liberty drill while the dog leaps over them repeatedly.

Clowns Rudy Docky, Lou Jacobs

(Continued on page 40)

Beatty May Be Last On Los Angeles Lot

LOS ANGELES, March 19.—The Clyde Beatty Circus was opening its season this weekend (18-20) at El Paso, Tex., and will come here March 30 for a 12-day stand which may be the last appearance of a circus on the famed Washington and Hill lot.

The show will follow a new policy of doubling back into the Los Angeles area after a tour of the southern end of the San Joaquin Valley and then take the Coast route. Formerly Beatty bowed out of this section at Van Nuys or North Hollywood, dates which followed its return from the San Diego area.

Altho reported sold as long as five years ago, the lot has continued in use by various circuses. Now, however, the actual construction of a furniture mart on the site seems near.

Use 80% of Lot

Plans for the financing and building of a new $7,000,000 structure were announced this week. The Prudential Insurance Company of America revealed that a commitment was made for it to purchase the project upon completion. The area comprises 4¼ acres, approximately 80 per cent of the block bounded by Broadway, Hill Street and Washington Boulevard. The 20 per cent not included in the deal fronts on 21st Street.

With the circus lot being used for a building, the move follows a trend existing during the past few years, reducing the number of desirable spots in down town locations where circuses may show.

Thru Arizona

The Beatty show heads this way thru Arizona with its last date in that State March 24. The first California date is in Calexico on Friday (25). Prior to moving here on Wednesday (30), the show will play Redlands.

At the close of the 12-day run, which is one day more than in the past two years and five less than three years or more ago, the show moves to Long Beach and then into San Diego, the latter date after the middle of April.

Beatty goes inland for dates in late April and May in the Fresno, Madera and Merced areas, returning to the county for its usually earlier dates in Glendale, Burbank,

(Continued on page 48)

Von Opens April 2

MARION, S. C., March 19.—Von Bros.' Circus, managed by Henry L. Vonderheid, has set April 2 as its opening date. The show wintered here this year rather than at its usual quarters in Wapellopen, Pa. A number of additions have been made during the winter.

Ward-Bell Returning From Hawaiian Stands

GAINESVILLE, Tex., March 19.—Ward-Bell Circus personnel will return from Hawaii by chartered plane this week and start preparations for opening the show's U. S. tour at Tacoma, Wash., April 14.

Plans announced from the show's general offices here disclosed that the plane from Hawaii was expected about Wednesday (23) at Los Angeles. Equipment and animals, coming by boat, will arrive at Seattle about April 2. The show's trucks, now stored at the Louis Goebel farm, Thousands Oaks, Calif., will be driven to Seattle to load the show. Performers' automobiles and trailers are in Gainesville and Los Angeles.

Arthur Hockwald, general agent, is booking more dates in the Northwest. Ira Millette, now in Los Angeles, is preparing to take over the show's office wagon for the 1955 tour.

Hawaii Business Good

In Hawaii, the show plus E. K. Fernandez's rides and concessions had a successful engagement, according to show sources, for three weeks, altho torrential rains wiped out two days' showings. Four performances were given each Saturday and three were given on Sundays.

Ward-Bell followed the Honolulu stand, which was under Shrine auspices, with a 10-day stand at Wahiawa, which is at the gates of the Army's Scofield Barracks. Auspices was the Wahiawa General Hospital. The Hawaiian program was the same as planned here earlier. Harold Simmons, Australian midget clown who had worked on the Wirth Circus with Mark Anthony, joined in the islands and will make the summer tour with the show.

Following the Tacoma date in April, Ward-Bell will play for several Shrine clubs and other sponsors between Tacoma, Spokane and Portland.

F. E. Schmitz and A. Mortnn Smith, both of the show staff, spent a week with the show in Hawaii. Returning they visited the Tony Gentry and Norman Anderson in Los Angeles and the Clyde Beatty Circus quarters in Deming, N. M.

Hagen Opens Season With Big Texas Crowds

BROWNSVILLE, Tex., March 19.—Hagen Bros.' Circus, since opening here March 3, has played the Rio Grande valley towns to big business. It is the first tent show to play the area since it appeared in this area in 1952.

Hagen Bros. has a new white top with red and blue trim, made by U. S. Tent, Chicago. All motorized equipment is newly painted, and newly added vehicles and animals are in evidence.

Owner Howard Suesz was in Harlingen with the show and talked with local people about buying permanent quarters there. The show wintered in Harlingen for the first time this year.

Circus has been using considerable billing and has had good radio, TV and newspaper attention. Suesz also was considering buying more elephants and other animals.

Program of Hagen Bros. at the opening included:

Display 1—Spec. 2—Capt. Eddie Kuhn's Mixed Animals in arena. 3—Cal and Torchy Townsend, revolving ladder. 4—Jean Nelson and Jeannette Wallace, dog acts. 5—Clowns Jack LaPearl, Buzzy Potts, Lem Keeler and Carl Nelson. 6—Patty Couls and Bert Wallace, pony drills. 7—Violette Rene, head balancing, assisted by Torchy and Marlene. 8—Capt. Eddie Kuhn and Capt. Eddie Akins, new bear act with seven animals in arena. 9—Jeanie Lorene, tight wire. 10—Clowns. 11—Carlyn Carlyle, single traps. 12—Clowns. 13—Eddie Akins, Bill Brandt, Jeannette Wallace and Miss Couls, menage riding. 14—Clowns. 15—Marlene Bradbury, Torchy Townsend and Jean Kuhn, swinging ladder. 16—Clowns. 17—Joyce Lorene, cloud swing. 18—Bert Wallace and Eddie Akins, Liberty horse acts. 19—

(Continued on page 40)

UNDER THE MARQUEE

By TOM PARKINSON

The Paducah (Ky.) Exchange Club and **Jack Turner**, agent for Roger Bros.' Circus, signed contracts March 15 for May 9-10 appearances of the show there in Brooks Stadium. . . . **Art Miller**, general agent of the Al G. Kelly & Miller Bros.' Circus, was in St. Louis recently to confer with **Charles V. Turner**, the show's new advertising manager. While there Miller visited with **Bill Oliver**, an old friend. . . . The **Kriel Family** is back in Lemont, Ill., after playing Patterson Bros.' Circus indoor dates. The troupe is preparing for a summer tour with Bisbee's Comedians.

Sam Stratton, who has been ahead of "South Pacific," closed in Chicago and returned East this week, scheduling a stopover in New York on his way home to Hartford, Conn. . . . **Sam Snyder's** "Water Follies of 1955" has signed with the Shrine Temple at Terre Taute, Ind., for this season, writes **John Schmidt**. The date formerly has been played by the Tom Packs Circus.

Lucio Cristiani states that the names of the **Cristiani Family, Cristiani Troupe** and **Cristiani Brothers** are registered and can't be used by others but that a cousin, **Aldo Cristiani**, has a separate act which works under the latter name.

From the Tommy Scott country music show, **Floyd (Rube) Arnold** writes that at Deming, N. M., the Scott people visited **Clyde Beatty's** quarters, with **Arnold** and **Gus Kanerva** visiting the **Hannefords, Art Concello** and **Joe Applegate**. . . . **Sanrda Scott** flew from Atlanta, Ga., to visit her parents, the **Tommy Scotts**. . . . Business for the show has been good.

Chutney A. Farrington, who has been with the Christian Pageant as special agent to **Charles Cuthbert**, general agent and musical director, recently visited with his brother, **Howard C. Farrington**, who is on the Kelley-Miller advance. He also reports meeting **J. Eddie Holmes**, with whom he trouped for several years. **E. J. Floyd**, Pageant producer, has been touring the Midwest since January to fair results, and is now expanding for larger cities in Indiana and Ohio. **Dick Lewis**, first trumpeter in the Pageant musical choir, is leaving to open with the **Bisbee** show. **Russell Harrison** has been contacted as a replacement.

The **Denver Harmon** chimp act has contracted 10 weeks with Boyle Woolfolk for next fell and the San Diego, Calif., fair in June. Act recently made the **Bob Cummings** and **Pinky Lee** TV shows. . . . **Buck Leahy** will be in the Mills Bros.' Circus line-up for this season.

Vernon and Lillian McReavy are ending a sojourn to Mexico and heading for Mankato, Minn., and Minneapolis. . . . **Bob Monahan** reports the Amazing Monahans, teeterboard-Risley, worked the National Sports and Boat Show, San Francisco, and will make the Orange show at San Bernardino, Calif. . . . **Tom Hayes**, who was on Ringling ring stock most of last season, now is with his sister in Torrington, Conn., until time for the show to open. He has heen recovering from a heart attack.

Visiting at Von Bros.' quarters recently have been **Bob Dickman, Gene Burr, Joe Kelly, George E. Foster** and the **Rev. James Cole**, advises Manager **Henry L. Vonderheid**, from Marion, S. C. . . . **Mr. and Mrs. George and Roxy Engesser** have pulled out of San Antonio to launch their 1955 season.

Francis Kitzman, manager, has opened the bill car of the Clyde Beatty Circus, with some of the men coming over from the Ringling-Barnum show, reports **E. C. Merritt**, who has the snipe at El Paso, Tex. . . . **Jerry** and **Betty Martin's Fearless Stars** high act has made five Florida fairs, with Eustis and Pensacola still to go. They picked up a new trailer in Sarasota.

Charlie Campbell, who has his Marie O'Day donation show booked in Texas, stopped over a day at Hugo, Okla., to visit people with the Kelly-Miller, George W. Cole and Tex Carson circuses. . . . **Ed Hiler**, who was with **Charlie Campbell**, now is contracting for Ring Brns. in Georgia. . . . **Bill and Jackie Wilcox** have arrived in Hugo. . . . **Jack Moore**, owner of Tex Carson Circus, is taking Masonic work.

Joe Bradbury and **Richard Reynolds**, of Atlanta, visited King quarters recently, and Reynolds went on to Sarasota. . . . **Frank Panisko** reports from Butte, Mont., that Polack's Eastern unit will play there in June. . . . **Dub Duggan**, former circus owner, now has a snake show doing okay in the South.

From Ward-Bell Circus and Hawaii, **Harry D. Dann** writes that midget clown **Harold Simmons** has a new straw hat that is bigger than he is. . . . **La Norma** is practicing on the nkulele with help from **Betty Bell**. . . . The men have blossomed out in multicolored aloha shirts. . . . Many folks have gone on sightseeing tours and visited pineapple plantations. . . . **Skinny Goe** is shopping for Japanese music arrangements to add to his library of band music. . . . **Dolly Jacobs'** big elephant, Modoc, visited the Legislature building fnr a publicity photo with the newly elected Democrats. . . . **Fred and Jean Merkle** have the inside novelty stand in the big top. . . . **Bill Browning Jr.** is drummer and Billboard agent. . . . **Al and Geri Antonucci's** baby chimp, Bnzn, is doing a one-hand stand.

More from Ward-Bell in Hawaii: **Jackie Tolliver Jr.** has been wnrking out with the flying act. . . . **Hubert Castle** sampled Hawaiian surf fishing. . . . **Roddy Bell** and **Rinaldo Wunderlich** have taken up surfboarding and skin diving. . . . **Andre Fox** has new plastic numbers for his palomino Liberty horses. . . . **Mildred Welbes** is at the organ. . . . **Harry Dann** is doing the announcing and also keeping the gang busy with TV and radio interviews. . . . **La Norma** starred on a TV cooking school show in Honolulu with her Danish dishes. . . . **Howard and Wanda Bell** are doing their acrobatic teeterboard act. . . . The **Bobby Nelson** pig act goes over hig with Hawaiians. . . . **Joy Thomas** sports an orchid corsage in tournament, and **Roy Thomas** has upset local billiard parlors with his one-arm technique. . . . **Dave (Rembrandt) Thompson** has turned out signs for **Harold Ward's** concession department.

King Bros.' advance is to include 10 billers and three press story men. . . . **J. C. Admire** advises that he has teamed up with **Buck Lucas** to organize a ballpark shnw, which they plan to open late in May. Admire will keep his school show going until late April.

Ward-Bell's Indian number includes **Sylvia Witt** and **Juanita Baty** on swinging perch. . . . **Arden and Norbert Kreisch**, gorilla parody, score here, as does **Mayme Ward's** bit in that act. . . . **Mildred Ward** and **Janice Holman** have Hawaiian baby sitters for their infants, **Robin** and **Patrick**. . . . Everyone got a huge piece of cake with circus decorations when **Punch Jacobs** was given a birthday party by his

(Continued on page 44)

WANTED
ELEPHANT FOR KID RIDE

Must be gentle. Season's work, give lowest week price.

Full information will be given. Write

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510 Valley St.
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MILLS BROS.' CIRCUS
Opening Saturday, April 16.
Big Show Announcer, Reserve Seat and Wild West Ticket Sellers. Ticket Sellers and Grinders for Animal Menagerie. Write, stating lowest salary to
JACK MILLS 2669 Euclid Heights Blvd. Cleveland Heights, Ohio
Riggers and Seat Men, come on. Report to Charlie Brady, Jefferson, Ohio, Ashtabula County.

CIRCUS WRESTLER
WANTED
For Concert. State age, weight, etc. Also Truck Mechanic with tools. Address:
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2 PHONEMEN
BANNERS
Must have Shrine experience.
Pat Mulvey
SYRIA MOSQUE TEMPLE
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Phone: Museum 3-0701

8—PHONEMEN—8
Best deal in country for A-1 Men. Steady deal. Start Cincinnati, move from town to town. Using TV, Radio, Newspaper selling our product to dealers. Giving this extensive advertising over dealer's names.
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3 PHONEMEN
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Want reliable Men for the best deal in the East. Strong sponsor, repeat date. Plenty of good towns to follow. Pay daily. Call
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PHONE CREWS
We need Managers (with car) with Phone Crews. Must be reliable for State-wide deals.
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HUNT BROS.' CIRCUS WANTS
Three high-class Advertising Bannermen who are capable of getting big money selling ads in conjunction with our circus and helicopter. This is not a telephone deal. Want Big Show Band Leader. Ivan Douglas, boss canvasman, wants Marquee. Slim, Denny Daniel, Slim Hart and others who know him to report. HUNT BROS.' CIRCUS, Burlington, N. J.

AT LIBERTY
AGENT
on account of disappointment
CLARENCE AUSKINGS
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2 PHONEMEN
Banners. Must have Shrine experience.
PAT MULVEY
Syria Temple Pittsburgh 13, Pa.
Museum 30701

PROMOTERS
Sober. Eight towns to work in Virginia. Police and sheriff deals. License on the wall and carded for you. Write or wire
GORDON H. SPENCER
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WANT ADVANCE AGENT
Must have car. Family Acts, Working Men who drive, Candy Butchers, one more Rigger, Sideshow Acts. This is not a new show.
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WANTED
Combination Agent and Biller on account of disappointment. Small circus, long season. H. J. Lane, contact.
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Ten towns booked and ready.
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Various auspices, police, etc.

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Banners and U.P.C.'s. Mills Bros.' Circus. Strong deal. Pay daily.
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GIANT BOXING
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ANIMALS
New Shipment—Female Elephants, under four feet, $3000; Orangutans, $2000 up; Clouded Leopards, $800; Cassowaries, young adult, $250; Siamang Gibbons, $400; Lion Tail Monkey, $150 ea.; Hyenas, $150; Regal Pythons, $200 up; tame Gibbons, $150.
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FOR QUICK SALE
3 G.M. Diesel, 60 KW. Light Plants, mounted in 30 ft. open side van. Fully equipped (Switchboards, 2 Light Towers on top). Also have Ground Cable and Junction Boxes. These plants just overhauled. Painted white inside and out. Also Straight-Job Trucks and Semi-Trucks. ADDRESS:
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June or July—percentage basis; benefit American Legion. Write at once to
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Cradle Catcher with own rigging. Also doing Teeterboard, Balancing, Flying Trapeze.
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ATTENTION, CARNIVAL AND CIRCUS OWNERS
MODERN LUXURY LINER GREYHOUND BUS—33 feet long, sleeps 10, bath and shower, wall-to-wall carpeting, bar, new Frigidaire, mahogany paneling throughout, completely air-conditioned, hot and cold water, complete disposal built in, new engine, air brakes, white leather upholstery, large storage compartment. Will cruise 70 m.p.h. Trade for car, truck or airplane. Built for race track owners and never used. Could not duplicate for $35,000. Will take $13,750 cash. Contact
O. H. WOOLDRIDGE, Memphis-Ark Speedways, 715 Riverside Drive Phone 5-8622
Pictures available.

BIG NEWS for YOU!
Billboard Announces New Ad Service
CIRCUSIANA MART
Your Trading Post for buying, selling and trading rare and unique circus material.
STARTING IN THE BIG ANNUAL SPRING SPECIAL
Dated April 9
The Circusiana Mart will appear right in the circus section. It offers you complete national coverage for buying, selling or trading.

WHAT DO YOU HAVE TO SELL? WHAT DO YOU WANT TO BUY?
An ad in The Billboard's Circusiana Mart will bring you quick action . . . fast results!
BUY, SELL OR TRADE SUCH COLLECTORS' ITEMS AS
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. . . anything and everything pertaining to Circus Lore!
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Rates: Regular Classified — 15¢ per word, minimum $3.
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Take Our Case to D. C., PSAA Exec Tells Ops

FEASTERVILLE, Pa., March 19.—James H. Bobo, of the Senate Subcommittee on Juvenile Delinquency, has invited members of the Participating Sports Association of America, as well as non-member rink and pool operators, to write to him, giving their views about the part rinks and pools play in combatting juvenile delinquency, it was announced this week by Vernon D. Platt, PSAA president, from his headquarters here.

The invitation was extended by Senator Bobo in a letter to Platt following a recent visit by the latter and Arthur D. Litzenberger, Philadelphia rink operator, with the senator in Washington. The senator said such letters would be helpful to the Subcommittee which plans hearings on the over-all recreational programs of the nation.

Concerning the invitation, Platt said that the industry could do much "if we would state our case concerning recreation and youth now," and said that it is imperative that the industry take steps to convince the government that privately owned rinks and pools can do much to correct juvenile problems.

Platt also pointed out that "we are experiencing fewer rinks and pools privately owned in the U. S. and more and more being built and run by government units. Why? Because it is not an interesting nor profitable movement for private capital. It could be made so with some recognition by the federal government."

Two of the most important factors involved, said Platt, are relief forever of admission taxes on participating sports and favorable depreciation rates.

"For example," said Platt, "now companies engaged in war plant expansion are given two, three and five-year depreciation—any rate, just so we can prepare for war, but to provide recreation for kids, investors must wait for 20 or 30 years to get their original money back. There are many more arguments for the government to take action, and it will if it is told of our problems," Platt concluded.

SPECIAL SALE!

NEW "CHICAGO" SHOE SKATES, Men's and Ladies' ..$9.50 Pr.
250 SETS BROWNIE PRECISION WHEELS .... 2.50 Set
250 PR. MEN'S AND LADIES' NEW SHOES WITH USED SKATES. New 78SP reject wheels .... $8.50 Pr.
250 PR. NEW MEN'S SHOES, leather lined, broken sizes, formerly $6.75. NOW .....$6.50 Pr
3600 ECONOMY PRECISION Bearings, fit any wheel ... .20 Ea
150 SETS ROYAL PRECISION WHEELS .... 2.50 Set
350 SETS HOWARD FIBRE PRECISION WHEELS .... .90 Set
WOOL POM-POMS, all colors .. 3.00 Dz.
BUNNY FUR POM-POMS, with bells, jumbo size .... 4.00 Dz.

Write—Wire—Phone!
Terms: 1/3 Down, Balance C.O.D.
Authorized Distributor for "Chicago" Roller Skate Co.

JACK ADAMS & SON, INC.
723 Morris Park Ave., Bronx 62, New York
SYcamore 2-1110-1111

SKATING RINK TENTS

42 x 102 } IN STOCK
52 x 122 } AT ALL TIMES

USED RINK TOPS ONLY
In Texas, 40'x100' $475.00
In Ill., 52'x140' 650.00
In Ill., 40'x80' 300.00
In Ill., 40'x100' 475.00

CAMPBELL TENT & AWNING CO.
100 Central Ave. Alton, Ill.
(Phone: 3-8885)

SKATING RINK

Modern and well equipped. Doing good all year business. Reason for selling—widow in bad health.

BOX D-104
c/o The Billboard Cincinnati 22, O.

CURVECREST RINK-COTE

The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.

PERRY B. GILES, Pres.
Curvecrest, Inc. Muskegon, Michigan
We invite you to bring your skates to Curvecrest and see for yourself!

COMPLETE PORTABLE RINKS
FOR SALE

Beautiful designed tents — interchangeable floors—no bolts required for rails. Write for information. Place orders now for Spring delivery.

Tillinghast Mfg. Co.
Phone 79 F 2
P. O. Box 27 Venus, Texas

We BUY AND SELL

NEW and USED RINK ROLLER SKATES
Lowest prices.
Write for quotations—1-day service.

JOHNNY JONES, JR.
CHICAGO ROLLER SKATE CO
57 CHATHAM ST., PITTSBURGH 19, PA.

FOR SALE

40x100 Portable Rink, Campbell Tent used 80 days, Grinder, 200 Pair Skates, 3 Sound Systems, galvanized Chains, Floor Cables. Sacrifice $6,000.

DAVE BRITTON
McColl, S. C.

Hackensack, Alexandria Lead Racers

ELIZABETH, N. J., March 19.—Hackensack (N. J.) Arena, with a total of 164 points, continues to pace the field in the Northern division of the America on Wheels Inter-Rink Racing League, it was reported this week by Jack Edwards, AOW director of speed. Hackensack's nearest competitor is the Paterson (N. J.) Arena, which now has 134 points.

Trailing these two are Peekskill (N. Y.) Arena, 130 points; Boulevard Arena, Bayonne, N. J., 102; Twin City Arena, Elizabeth, 80; Mount Vernon (N. Y.) Arena, 44; Florham Park (N. J.) Rink, 32, and Capitol Arena, Trenton, N. J., 16.

In the Southern division Alexandria (Va.) Arena has retained its league lead. It now has a total of 130 points, followed by Reading (Pa.) Rink, 114; Bladensburg (Md.) Arena, 96, and National Arena, Washington, 94. Next Southern race is scheduled for March 26 at Bladensburg.

Hanson Buys Reid Spot

WINTHROP, Minn., March 19.—David Hanson, White Bear, Minn., recently purchased Winthrop Roller Rink from James Reid, who has operated the rollery for the past year.

Icer Debuts In Birmingham

BIRMINGHAM, March 19.—Paradise Ice Rink on Highway 78 in Irondale, five miles from downtown Birmingham, recently opened for business. Two of the owners are R. L. Beck and M. S. Busby. Melvin Colegrove is manager.

An instructor is available at the Icer, which offers classes for beginners and advanced skaters on Wednesdays and Fridays. Two-hour sessions are available for skaters. Monday thru Thursday the rink is open from 4 p.m. to 12. Friday thru Sunday it operates from 2 p.m. to 12. Special rates are offered for parties. Skates may be rented or bought. The 60 by 90-foot floor has been recently enclosed in a steel building. Bleachers are being erected for spectators.

Hagen Opens

• *Continued from page 38*

Clowns. 20—Web. 21—Eddie Akins and Patty Couls, elephant act (1).

Staff, Department Heads

Staff and key personnel on the show includes Suesz, owner; Robert Couls, manager; Mary Jo Couls, office; Tex Maynard, announcer; Fancher Pierce, music; Little Bob Stevens, concessions; Bert Wallace, equestrian director; Shorty Lynn, boss canvasman; Walter Graham, props; E. M. Zurcher, electrician; Floyd Bradbury, Side Show manager; Marcy Maynard, circus diner; Albert Dean, cookhouse; Stanley Osheske, assistant menagerie boss; Beatrice Zurcher, front door; Jo Couls, The Billboard; Bill Brandt, with Ed Money and Ray O'Neal, ring stock; Louis Spaeth, assistant boss canvasman; Torchy Townsend, wardrobe; Cal Townsend, carpenter; Bob Cusson, kid pusher.

Advance includes Frank Yagla, 24-hour man; Joe McMahon and Vera Himes, contracting agents; Ted Wilson, boss billposter. The concession department includes Paul Davis, apples; Bill Winn and Frank McNamara, seats; Frank Smith, cotton candy; Tracy Brenneman, popcorn; Gene Hayes, novelties, and Red Bentley, snow cones.

New Cages

With Bradbury's Side Show are Bob Walker, tickets, and Prof. Del Rhamy, magic. Side Show top also displays the menagerie, which counts two elephants, two llamas and new cage wagons. The cages include lions, bears, puma, midget pony and cow, monkeys, kangaroo, birds, boars, sacred cow, deer and small animals. Kuhn's animal acts include lions, pumas and bears. Cages are built on semi-trailers and are new this season.

Brownsville, full and straw houses; Port Isabel (4), three-fourths afternoon and full night; Harlingen (5), half house in the afternoon and full at night; Raymondville (7), light afternoon and full night; Edcouch-Elsa (8), lot between two towns, both shows filled, and Donna (9), near-full afternoon and full night.

Show plays auspices dates.

Polack West

• *Continued from page 38*

and Charley Cheer have moved their boxing match to the prolog and substituted a musical novelty number. Playing violins, Jacobs and Docky start straight but quickly change pace. Each bows the other's violin to continue the duo which includes a half dozen similar exchanges and mix-ups. Cheer accompanies on a break-away accordion. In a second number, the trio does wonders with sets of tuned bottles. While not a big laugh-getting type of act, it is novel and holds interest. T. P.

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

ROADSHOW REP

RECENT CONTRIBUTIONS to the column by Al Pitcaithley, the former repster who is now associated with radio in Carlsbad, N. M., have brought comments from several interested parties. Writing from Cape Girardeau, Mo., Bill Ruesskamp says: "It's good to read about the old-time rep actors as Pitcaithley recalls them. I knew Fred Wilson when be managed the No. 2 Bill Murphy's Comedians. He not only played Toby parts, but did light comedy and even blackface. He was a good g.b. actor. About the same time Bert Melville used a lot of bills with the Toby character, but he was different. He left his fright wig in the dressing room and played it light with slow movements and drawling voice. Bert did okay. If Pitcaithley wants to go back to about 1905, how about Fred Raymond in 'A Missouri Girl'? It was not Toby then. All the characters were named Zeke. Raymond was the best in my book. I recall Pitcaithley in the Billy Wehle show doing an acro specialty and doubling on drums in the ork." . . . "I thorly enjoy the rosters of old shows which we see from time to time in the Roadshow Rep Column," writes J. E. Barrett, of Roanoke, Va. "Have wondered if any readers recall the Cook Family Show which toured Eastern Virginia during the early '20's. The show offered pix and vaudeville, and I would like to read comments from any readers who remember the outfit." Barrett has had 16mm. films in his area for years, but says he cannot decide whether to work them this summer or not. He asks that roadshowmen or former roadshowmen relate current and past experiences in the column. "I think there are many of us still interested," he concludes.

"HAVE NOTICED lately some fine articles on old rep and minstrel shows in the column, including those by Charles E. Duble and Al Pitcaithley," writes L. J. Sampson, Grinnell, Ia. "Speaking of Tobys, I have seen a great many of them, but think Neil Schaffner's was about the best. Don Dixon, of the old Don Mazie Dixon Players, was also good, as is Jess Sun, of Sun's Comedians. Does anyone recall what year Arthur Denning's minstrels were on the road with Felix Hermann the magician? Willis Shaner, who was with Jimmy Durante at the Parody Club in New York and later with Al Sweet's band and Neil O'Brien's minstrels, has sold his music store in Grinnell and left for Florida. Edward and Stella Horn, who were with the Walleck Theater Company and later W. I. Swain Company and later with the Dubinsky stock company are living in retirement in Des Moines. L. E. Simmerman, an old trouper with stock and road shows in the days of Eddie Foy and Weber and Fields, is now a night clerk at a Red Oak, Ia., hotel." . . . Harold Mercer reports from Ottawa that he will try melodrama bills in Canadian cities during the spring and summer. Already booked are three towns. Mercer will do some of the leads, depending upon local performers for the remainder of the casts. He has the old "Jesse James" show in mind for an opener. . . . Bad weather and poor business has prompted the management of the Fernell Family Show to map a couple of long jumps to get the show out of the Libby, Mont., area. Ralph Fernell, head of the show, says that the show plays independent dates as well as dine and dance spots.

Drivin' 'Round the Drive-Ins

PLANS for construction of a 1,200-car drive-in four miles north of Monroe, Mich., have been announced by J. R. Denniston, Denniston Theater Company. The 30-acre site will incorporate a toyland for youngsters, a large concession stand and CinemaScope screen. . . . Messrs. Bernard and Leonard Brooks, co-owners of Affiliated Theaters, Detroit, held ground-breaking ceremonies February 28 for their $500,000 Troy Drive-In, to have over 3,000-car capacity. The 55-acre theater is scheduled for a May 20 opening and will be the first dual-drive-in in Detroit. Construction of the other half is to commence immediately thereafter. A CinemaScope screen 130 feet in size will be installed. . . . Contracts are being let for construction of Wonderland Drive-In Theater, to be built by Korman Enterprises in Royal Oak Township, Michigan. The $600,000 project will utilize 56 acres and will have year round operation with in-car heaters. Site will include a swimming pool for 500, and ice rink for 1,500 and a 10-acre parking lot for visitors to the pool, rink and playground. A four-acre kiddieland with 18 rides will be in the layout, along with concessions for the theater and amusement area. Clark Theater Service will be in charge of bookings.

Arthur Landsman, president of Statewide Drive-In Theaters, Inc., San Antonio, has returned following attendance at several conventions with announced plans for the installation of "the biggest and most modern snack bar in Texas" at the Alamo Drive-In, San Antonio. . . . A lone holdup man got about $50 from Mrs. J. S. Hammer, cashier at the Hempstead Drive-In Theater at Houston, Tex. . . . George V. Comeaux, newly named manager of the Hi-Park Drive-In, San Antonio, operated by Ezell Y Associates, has announced that a new wide screen is presently being installed at the drive-in and the parking area is being increased by 33⅓ per cent. . . . Four youths between 18 and 21 years of age combined efforts to hijack the Fiesta Drive-In Theater, San Antonio, of $211.15 in cash. Police failed to pick up the group after the holdup.

The San Pedro Drive-In Theater, San Antonio, has installed a new wide screen as well as new sound and projection equipment. . . . James W. Robinson, cashier and manager of the concessions operations for the Skyway Drive-In Theater, Bryan, Tex., has been promoted to manager of the drive-in, according to Jack Farr, owner. Robinson replaces Bill Jones who has accepted a management job with the Long Theater Circuit at Bay City, Tex. . . . Four teen-age youths are being held by police in San Antonio after they tore up the rest room at the Roxy Drive-In Theater. The youths were apprehended by W. T. Yett, manager. They were also trying to remove several loudspeakers. . . . Stanley Hammer, Jr., new manager of the Alamo Drive-In, San Antonio, has announced that the drive-in has been equipped with CinemaScope.

NEW PORTABLE SKATING RINKS

Write today for full particulars.

Lynn's Portable Rinks
Sissonsville Star Route, Box 192
Charleston, W. Va.

WANTED

Man and wife combination for teaching and managing new Roller Rink in Midwest. Please include scope of experience, programming, promotion and organization in first letter.

BOX 795
The Billboard Chicago 1, Ill.

WANT MANAGER

For Portable Rink, good equipment. Must be experienced and able to take complete charge and operate. Must be able to furnish reference. State all in first letter and telephone number. Opening soon.

Box D-106, Billboard, Cincinnati 22, Ohio

A GOOD DEAL for RINKMEN

"CHICAGO"
TRADE MARK REG. U.S. PAT. OFF.

"Precisionette"—"Imperial" and "DeLuxe"

Three New, great Roller Skates. Sold by Rink Operators exclusively. Order a pair of each for Display.

Cash in on these SALES NOW!

CHICAGO ROLLER SKATE CO.
Manufacturers of all kinds of Roller Skates
4427 W. Lake Street Chicago 24, Illinois

DIRECT FROM MANUFACTURER TO YOU!

For faster selling and larger profits . . . An exciting idea in the selling of Costume Jewelry!

Packard's NEW REVOLVING SELF-SERVICE JEWELRY RACK, 18" high, complete with 8 dozen assorted scatter pins and earrings.

Individually cellophane packaged, dust-proof! They stay fresh, finger tempting, thrill the eye, draw customers and help the sale of items around them!

OUR NEW GOLD AND RHODIUM FINISH IS GUARANTEED NON-TARNISHING!

RACK DEAL #1—6 dozen assorted.
3 dozen asst'd pairs—Earrings
3 dozen asst'd pairs—Scatter Pins
1 dozen asst'd—Brooches
$24.00 with RACK FREE!
REFILLS—$3.50 per doz.
Any assortment desired.

SEND FOR SPECIAL QUANTITY PRICE IN DOZEN LOTS!

25% deposit on all C.O.D.'s.
100 other Jewelry Items.
SEND FOR 32-PG. 1955 CATALOGUE!

PACKARD JEWELRY CO.
48 W. 25th St. New York 10, N. Y.
CN 5-0863 Dept. F

LITTLE ATOM
World's Smallest Pistol
COMPLETE WITH RAMROD AND YOUR CHOICE OF LEATHER HOLSTER OR BLANKS

ACTUAL SIZE

Dealer's Cost . . . $12.00 DOZ.
List . . . $1.95 ea.
Actually shoots blanks with terrific report . . . sells on sight with a bang!

Little Atom
PISTOL

DISPLAY CARD MOVES 'EM FAST

Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '55 Catalog

G & S Mfg. Co.
Dept. B. 504-506 Deaderick
NASHVILLE, TENNESSEE

BIG SELLERS

TANK WATER GUN SET. 10,000 shots. Fast seller. Gross Sets $36.00, DOZEN SETS	$3.25
BALLOONS. Assorted colors. 5 styles and sizes. 3 price ranges. GROSS 70¢, $1.25	1.95
SLUM DEAL, 2,500 assorted pieces. Ideal giveaway. DEAL	25.00
MIRACLE CROSS and Chain with Lord's Prayer. DOZEN	4.95
CUFF LINK and Tie Bar Sets. Boxed, assorted styles. DOZEN SETS	6.00
NEEDLE BOOKS with threader. Contains 40, 70, 85, 100 needles, 4 styles. GROSS $4.50, $7.20, $7.80	9.00
GILLETTE Type Blades, 5 to box. Millions sold. 1,000 BLADES	4.45
GILLETTE Type Razors. It's terrific, it's true, boxed. What a value. Gross $12.00. DOZEN	1.20
PLIER SETS. 5 piece, forged German steel, in plastic kit. Bargain. SET	1.50

SEND DEPOSIT OR FULL PAYMENT F.O.B. NEW YORK. FREE CATALOGS.

MILLS SALES CO
Cut Rate WHOLESALERS Since 1916
26 West 23rd St., New York 10, N. Y.

The Nation's Finest Source for exclusives and NAME BRANDS
Write for Free Catalog
TEMPLE COMPANY, INC.
804 Sansom St. Phila. 7, Pa.
MArket 7-8242

NEW!
RED
GREEN
YELLOW
BLUE

100 Feet of 48 12"x18" Pennants. All-Weather Durafilm, Only $4.50. Money refunded if not satisfied.
MYRLO COMPANY
Dept. B
2168 W. 25th Cleveland 13, Ohio

GIVE TO DAMON RUNYON CANCER FUND

MERCHANDISE TOPICS

Write The Billboard Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of any firm or firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

Gold Seal Novelty Company, Chicago, has introduced its new combination portable electric hand lamp and flashing red beacon. Operating on one standard six-volt lantern battery, the product boasts such features as sealed beam and use of a standard bulb. Atop the rectangular 20-gauge steel case containing the battery is a sturdy raised chrome-plated handle, at each end of which the lights are positioned. On one end is a powerful white light which may be focused for wide or narrow beam and may be raised to 95 degrees of vertical. At the other end is the flashing red beacon to serve as a warning signal in case of night road repairs of automobiles.

Beach Importers, Inc., El Paso, has made what it claims to be a splendid purchase of hand-woven, 100 per cent wool Mexican rebozos in six colors. They measure 24 by 69 inches plus a 14-inch fringe at each end and can easily retail for $9.95 each. The firm is able to sell these stoles for $45 per dozen. Each dozen comes assorted in not less than three colors. This importer also carries a large stock of pottery, baskets and mats of straw, hats, wood products, tinware, furniture, figurines, novelties and leather goods. A complete price list will be sent on request if you state your business.

Pearl Sales Company, El Paso, Tex., has gotten hold of a manufacturer's closeout—Mexican hand-tooled leather oval polvera. Offered in different styles and colors, this handbag is worth looking into at the price of $27 per dozen. In less than dozen lots the price is $2.90 each. The firm also has a special on Mexican hand-painted full cut skirts.

Chelsea Hosiery Mills, Boston, has had such active response to its women's nylon hosiery that several other, hot items are announced. Helanca one-size stretch nylon socks are now available at $5.50 per dozen for men, boys, small girls and misses. The firm claims that these socks, which come in assorted colors and eight dozen per rack or one dozen per box, will wear a year. Another new Chelsea item is the cellophane packed women's panty. These are fine rayon briefs in small, medium and large sizes in assorted colors. Packed in a three-dozen display rack or six-pair gift boxes, they are offered at $3.50 per dozen.

Myrlo Company of Cleveland announces a new catalog. This firm specializes in traffic stoppers—colorful pennants in different sizes, colors, designs and even bearing special messages. The catalog shows a complete line in full color. All sewing is lock-stitched. Two of the best materials have been selected after a long trial. One is Durafilm, the strongest plastic made for low-priced pennants. It is waterproof and rugged. The second material is Perma-Pennant, a plastic impregnated drill cloth which the firm claims is the finest pennant material made. Forest Bookman, owner of the firm, asks that readers write for the catalog.

If you are looking for something to attract attention, send for the Cup of Knowledge offered by Oriental Imports, Albany, Ore. This is a china cup and saucer, but the inside of the cup has what appears to be an entire deck of tiny playing cards impregnated under the glaze. After drinking a cup of tea, the leaves are deposited on different cards. A booklet explains the significance of each card touched by a tea leaf and how to read combinations is provided.

Pennwood Numechron Company, Pittsburgh, announces development of GloLite, a television lamp-clock with focalizer stare break. The entire clock glows in the dark and does not have the ordinary clock face. A controlled precision timing unit enables the clock to register every second, minute, 10-minute interval and hour in numerals easily seen.

Demonstrators should look into the Diamond miracle polishing sponge for cars, kitchen, bathroom, etc., available from Sherfy's Ltd., Seattle. Only water is needed to show how by rubbing with the damp sponge, dirt and foreign matter disappear from a wide variety of articles.

An all purpose mechanical pillow, the original Contour Vibrator, is designed to massage any part of the body either while sitting or in a reclining position. It has an exclusive floating spring action which the company says is perfect for body massage. Relax It Vibrator, Inc., North Hollywood, guarantees the unit for a full year, but says it is built to give lifetime service. Operates on 110 volt a.c. and will be sent prepaid for $89.95.

Pearce Parkhurst Enterprises, Lansing, Mich., manufacturer's representatives of advertising specialties, bas completed negotiations for distribution of the new type flowing lead pencil. The firm says it is one of the first to offer this new pencil to purchasers of advertising specialties.

JUST IN!

MECHANICAL JUMPING FUR DOG!
DOZEN . . . . $ 4.00
GROSS 43.20

Minimum Order $5.00—Include Postage with Order. 25% Deposit Required on C.O.D. Orders

KIPP BROTHERS
Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST.
INDIANAPOLIS 25, INDIANA

MARCH CLOSEOUTS $1

ONE DOZEN FOR
Cotton Dish Towels
Nyl. Tooth Brushes, boxed
Boxes of Bobby Pins (125 per box)
"Brace" Hair Tonic, 4 oz.
Face Powder, 3½ oz.
Boxed Perfumes
Perfumed Sachet Bags
Sunglasses
Leather Watch Straps
Ball Point Pens
Sil. Pl. Butter Spreaders
Silver Pl. Salad Forks

TWO DOZEN FOR
Pixie Figurine, 5¼"
Bisque Figurines, 3" (Dutch Boy and Girl)
Keychain Pocket Knives
Govt. Surplus Vinyl Water Bottles

THREE DOZEN FOR
Needle Books
Brand Name Deodorants
Fem. Compact Rouge
Face Powder by Plate

FOUR DOZEN FOR
Plastic Razor Holders
Water Repellent Carded G.O. Watch Straps

FREE 1955 CATALOGUE
10 West 27th St., New York City
1$1$1$1 BURKE 1$1$1$1

BIG MONEY in a WHOLESALE STORE ROUTE
FREE BOOK Shows You How

Your Future
ASPIRIN

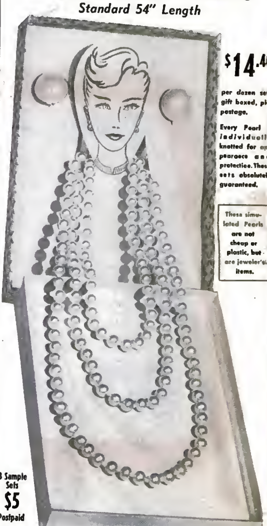
World's largest merchandiser of Carded Necessities will start you in profitable wholesale business in your territory, calling on stores of every kind. Eye-catching counter displays automatically sell famous Laymon's Aspirin, novelties, hundreds of other daily demand repeat items at 5¢ to $5.

OVER 500 ITEMS IN BIG DEMAND
Aspirin
First Aid
Drugs
Novelties
Jewelry
Rubber Goods
Sundries

Nationally Advertised Line
You and merchants make long profits. Sales helps and deals push your income up. You deal with AA1 firm, pioneer in the field. Valuable book FREE. Write to P. M. Laymon, Sales Manager, today.
World's Products Co., Dept. 8-B, Spencer, Ind.

IT REALLY WORKS!
★ Pitchmen—Demonstrators—Agents ★
Here is a New Kitchen Tool that easily and quickly peels any citrus fruit. Beautiful demonstrator, dramatic results! Send $1.00 for a set of samples and quantity price list for this New Citrus Fruit Peeler. No C.O.D.'s.
ATLAS SALES CO.
6214 Willard Ave. Hammond, Indiana

FIFTH AVENUE ROPES
Glamorous "Pearls"
Standard 54" Length



$14.40 per dozen sets, gift boxed, plus postage.

Every Pearl is individually knotted for appearance and protection. These sets absolutely guaranteed.

These simulated Pearls are not cheap or plastic, but are jeweler's items.

3 Sample Sets $5 Postpaid

Complete with matching Earrings
Exquisitely Gift-Boxed!

AVAILABLE IN CREAM (NEUTRAL) OR PINK COLORS.
SO HOT they'll "walk" off your counter. America's newest packaging shows "pearls" off best . . . makes women want to buy. Matching earrings included. Each set perfectly matched. Pearls are so uniform in size you can't tell them from the most costly oyster-made ones. Rush your order today.

Write for catalogue. 25% deposit required with all orders, balance C.O.D.

STERLING JEWELERS INC.
PHONE CA-4-4621 44 E. LONG STREET, COLUMBUS, OHIO

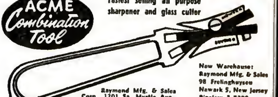
QUACK QUACK DUCK
It's NEW—Plenty of Action
$20.75 PER GROSS $1.80 Per Dozen (No less sold) No. 3946

No. 3893 BUBBLING BABY Size 3 in. high $15.00 per gross $2.00 per doz. (No less sold)
No. 4995 BASHFUL MONKEY $10.00 per gross $1.50 per dozen
No. 3927 SNAKE BOW TIE $10.00 per gross $1.50 per dozen
#3936 SPIDER GIRL $14.40 per gross $1.50 per dozen

Include postage with remittance; will refund any difference.

WISCONSIN DE LUXE CO.
1902 N. Third Street
Milwaukee 12, Wisc.

ACME Combination Tool
Fastest selling all purpose sharpener and glass cutter



Raymond Mfg. & Sales Corp., 1201 So. Myrtle Ave., Monrovia, Calif., Elliot 8-9572

New Warehouse:
Raymond Mfg. & Sales
98 Frelinghuysen
Newark 5, New Jersey
Bigelow 3-7200

Order from either address.
Direct all inquiries to main office,
Monrovia, Calif.

YOUR BIG OPPORTUNITY...

TO SELL MERCHANDISE AND NOVELTIES

Novelty Workers
Game Managers
Streetmen
Pitchmen
Bingo Operators
Coin Machine and Arcade Operators
Concessionaires
Specialty Salesmen
Souvenir Dealers
Auctioneers

THE BILLBOARD Spring Special

(DATED APRIL 9)

. . . a direct contact between you and thousands of Concessioners, Novelty Workers, Pitchmen, Demonstrators, Auctioneers, Souvenir Dealers, Bingo Operators, Arcade and Coin Machine Operators, Wagon Jobbers, Salesmen and Agents now placing large quantity orders on a cash-with-order basis for immediate delivery.

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY
The Billboard
The Amusement Industry's Leading Newsweekly
SPRING SPECIAL
featuring
1955 FAIR DATES
SERVING ALL OUTDOOR SHOWBUSINESS

FINAL
AD DEADLINE
Thursday
MARCH 31

Contact your nearest Billboard office by wire AT ONCE . . . or RUSH your ad copy to us IMMEDIATELY.

Your Spring Special Advertisement Will Sell More Because . . .

- It is the traditional Buyers' Guide of all Concessioners and Merchandise Users.
- It will contain the 1955 Fair Dates, a revised Park List and other valuable statistics — plus powerful Editorial Coverage to command and hold attention for months to come.
- It will have 3 weeks of Pre-Issue Promotion, including a 100,000 direct mail campaign to generate maximum reader interest and extra Circulation.
- This maximum reader interest and increased circulation is yours at no extra cost. Regular advertising Rates apply.

★ ★ ★

CINCINNATI 22, OHIO
2160 Patterson Street
DUnbar 6450

CHICAGO 1, ILLINOIS
188 West Randolph St.
CEntral 6-8761

NEW YORK 36, N. Y.
1564 Broadway
PLaza 7-2800

ST. LOUIS 1, MO.
390 Arcade Bldg.
CHestnut 1-0443

HOLLYWOOD 28, CALIF.
6000 Sunset Blvd.
HOllywood 9-5831

PIPES FOR PITCHMEN

By BILL BAKER

BIG AL WILSON . . .
postals that he's sneaking into Venice, Fla., for a week's stand after working stores in Miami. Following Venice he intends hotfootin' it up to Knoxville to work a store.

JACK (BOTTLES) STOVER . . .
pens that Billy (The Kid) Dietrich was in the vicinity of Harrisonburg, Va., for a couple of weeks. Jack says that most of Billy's time was spent cutting up jackpots with Pop Ellis and his wife at Alice's restaurant. The Keed is planning a trek thru West Virginia and Maryland.

OUR OLD FRIEND . . .
R. T. Wilder has been beating his brains out trying to find a source of supply fur a rad or spot remover formula. He would like to work a deal of this kind, so if any of the boys have a not-too-secret formula up their sleeves or if anyone knows where he can buy the stuff already prepared, Wilder would appreciate hearing from you. He can be contacted at 433 Earl Street, Jackson, Miss.

E. C. PARDEE . . .
postals that he and George Lunsford are doing fairly well for themselves traipsing around the Kentucky and Tennessee territories. He also says that he would like to read pipes from Bill Newsom and his wife, Ruby; Gerald Wantz, Doc M. J. Lockey, Steve McClain and Horace Brazel.

FRENCHY . . .
the med man, has been seen in several spots in Tennessee and Kentucky. Incidentally he has been doing much more than just eating regularly. The scratch is reported to be pretty fair.

THE WIRES FROM THE . . .
South carry the dope that the Bardex Med Show will be a minstrel-type show under a big tent and will carry 30 people again this season as it did last season.

WE HAVE A REPORT . . .
that Emmet Smith is working the Tampa and Fort Meyers, Fla., areas.

WE UNDERSTAND THAT . . .
Curly Miller has inked a contract with King Bros.' Circus and, as a result, will not operate his med show this season.

BYRON BEAVER . . .
has been spending the winter in Tampa with his med show. He intends opening as soon as the weather breaks.

AL GATES . . .
is showing in the central part of Florida. Texas Jim Mitchel is in Sarasota operating his snake farm. Jim says that the latch string is always out for any of the bunch who might be traveling thru.

"JUST FOR A LAUGH" . . .
is the titillating title that Tom Kennedy tacks on his most recent pipe. Essays Tom: "I note recently that a few inquiries were made regarding the whereabouts of our two chums, Doc Lushwell and Count Seldom Skoff. Contrary to what you may have heard, they did not sojourn in Florida this past winter, but elected to remain up North, spending most of their time around Pratt Falls, Pa. There's a town in Minnesota named Sleepy Eye (get a map and you'll find it listed) and it's twice as big as Pratt Falls. Not that it makes any difference so far as this essay is concerned, but this is the place where our two chums spent the winter. In company with Dog Eared Dick, they blew into town right after fair season and as far as I know they are still there. Dog Ear is one of the best sharpener workers in the business. With each tool he sells to a mark, he gives a package of Band-Aids gratis. This, of course, is in case they cut themselves while shaving. Dog Ear is a former actor and delights in workiog to a tip the same as he did in his old vaudeville days. Every time he makes a pass-out he starts taking bows. On account of the inclement weather around Pratt Falls this past winter, there were times when our two chums had a tough time gathering in the filthy lucre. But the Count, not to be outdone, took a correspondence course in how to become a detective. Doc tells me he is now an expert in spotting balls in a pool room. In Pratt Falls there is only one hotel. This joint is called the Bugg House, owned and operated by Charlie Bugg, a former sheet writer, and his wife, June. As soon as Doc and Dick signed the register and the Count put his X underneath, Charlie asked Doc if he had a small bill in his pocket. When the Doc pulled out a fin, Charlie gave him a receipt and six cents in change and told him that the postage was paid for a year. When our two heroes got up to their room, Doc called down and said that there was no water in the room. Whereupon Charlie pulled that old chest-nut about lifting up the mattress and finding a spring underneath. Then he laughed like hell. Doc told him to take a good look at the fin and he would see it was a phony. Then he and the Count started laughing. No wonder they call it the Bugg House. The next morning Doc and the Count went to the front office to see the city fathers about springing horn nuts on the main corner. The chief said it was okay as soon as the ones he had on his desk started to bloom. 'They should start blooming very shortly,' said the Count. 'How long have you had them?' 'Ten years,' replied the chief. Doc told me that the only reason that he makes these rural communities year after year is because he has a following. This I can understand. The last time they worked the spot the cops were following them around all day. A few days after landing in Pratt Falls our two chums heard of an indoor doings about 30 miles away and immediately decided to make the spot. The only trouble was, they were a day or so late in arriving. Seems that the law was enforcing the ban on hitch-hikers. When our two friehds called to see the mayor, who was in charge of concessions, they were informed he wouldn't be around until later in the day. When the Count wanted to know who was next to him, he was told that nearly everybody in town was. Somebody told our two chums that a jewelry layout would win plenty of money at this shindig, but since both lacked the money to bankroll one, they hit on the next best thing. They discovered some sheets of brass at a junk yard and, with a pair of tinsnips, they cut out heart-shaped lockets as well as strips of brass, which they shaped into band rings. These they coated with flukem, telling the natives they were silver finished. On the third day a hail-storm came up. Some of the stones falling as large as golf balls hit the yokels on the head with such a wallop they staggered into the place half dizzy. The result was our two chums had a chance to take them before they woke up. The Doc informs me he is working on a book which will be titled: 'Why Become a Pitchman—There Are Quicker Ways to Land in the Nut House.'"

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Schumann and Radio Circus

● Continued from page 24

big top has Prince Hadjada, 12 partners; Alexis Gruss, 60 Liberty horses; Wilkie's boxing kangaroo; Philippe Gruss, high-school horse; Seven Viganos, teeterboard; Miss Traudi, trapeze; Angelos Boys, comedy trampoline; Italo Medini, juggler; Gnidley's midget circus; Blue Birds Girls, aerial ballet; Two Glowers, hand-to-hand; Rolf Jr., "Wild West"; Tay-Tys, acro; the Divios, fire-eaters, and the joeys, Eight Rudy Llatas and Manetti, Dede and Tony.

Cirque Medrano bill in Paris is topped by Lauri Lupino Lane and George Truzzi, zanie comics who are names in London. They work in three spots on the bill with juggling, music and gags. The Menchassy Brothers also dish out comedy with a "camel" parody. Bareback riding by Suzanne and Philippe Ricono and high-school riding by Yves de la Cour, plus some trick riding and pony bits, alternate with the double trapeze routines of the (2) Airdonis and the good ring acts of Babu, ace wire-walker; Gimma Boys, acro; Eight Bokaras, teeterboard; Arthur Klein Family, bike; Manetti Twins, manipulator, and Ria and Romez, rotating perch.

Cirque d'Hiver has the Caroli Troupe, bareback riders; Firmin Bouglione, mixed group of cats; Chrysis de la Grange, webbing; Jose Moeser, high-school horse, and the clowns, the Francescos, Mais and Mimile, and Alex and Polo Rivels. Schaller Brothers, America trampolinists and the (3) Charlivels, acro-comics, are at the Bal du Moulin Rouge.

Business Drop

● Continued from page 24

patron feels, psychologically, that it is cooler and most comfortable only when the sun is down. This concept affects his actions in such a way that after his meal be is prone to relax or putter around until he looks at the sky and feels it is "right" for him to visit the midway.

This attitude is what the local amusement leaders fear, knowing that spending and pleasure-seeking activities are most favorable at night. Forcing the customers to turn out later cuts into the operating hours and, concurrently, into the till.

Hamid Comics

● Continued from page 24

Fred Iger, president of the American Comics Group which publishes and distributes nationally about 100 comic books each year. Mack Culver, former ad manager for National Comics, publishers of Superman, and an advertising representative for the Scripps-Howard newspapers and Liberty magazine, is Iger's associate.

Iger said that the initial print order for the fair book would run to more than a million. It will be offered to fairs on an exclusive territory basis so that annuals using it for promotion will not run the danger of overlapping. Depending on its success, he said, new editions with different story lines will be issued each year.

Also in the planning stage, but unlikely to develop because of the time element, are special books for the amusement park and other outdoor fields. The time needed for production from start to finish involves several months. Special books will be produced for endeavors, such as the Steel Pier, which are large enough to buy in sufficient quantity.

Sample prices including imprints based on a million press run are $4,400 for the full run, $520 for 50,000 and $300 for 25,000.

UNDER THE MARQUEE

● Continued from page 39

mother. . . . Nicki Bell leads her favorite horse, Babe, in spec. . . . The A. Morton Smiths and the Frank E. Schmitzes, of the Ward-Bell staff, came on from Gainesville, Tex., for a week's visit with the show.

Pearly Houser, veteran big top specialist, who is with U. S. Tent, Chicago, in the winters and was with Kelly-Miller last season, will be with the Fred J. Mack Circus this season. . . . Clyde Wixom, Detroit, writes that he is the Michigan chairman for Circus Week, June 1-7, promoted by the Circus Clown Club.

Larry Davis, formerly with circuses as elephant man and concessionaire, will be on Royal American Shows this season with the pony ride, in which he has bought an interest.

Early Spots

● Continued from page 33

Frog Jubilee in Angels Camp, Calif., as one of the spots.

Wood said that a new big top, 80 by 360 feet, was added for the No. 1 unit this year. This gives the organization seven tops ranging from 60 by 120 feet to 80 by 480. Show has its own decorators and rents the tent to civic groups and assists in setting up commercial booths.

Pan American is featuring movie set Western street scene fronts. So far, 360 feet of fronts have been constructed.

Personnel of the No. 1 unit includes, in addition to Goebel and Wood, Frank Chiccarelli, assistant manager; Milo Hartman, personnel superintendent; Ova Thornton, secretary-treasurer; Allan E. Wood, superintendent of transportation; John Neale, electrical superintendent; Tommy Tomlinson, ride superintendent; Jim Richardson, decorator; Leonard Senate, Yellow Barnette, decorating artists; Lina Crudge, concession stock department; Billy Castro, mechanic; Harold Hall, cookhouse; Robert Thornton, Kiddieland superintendent; Darwin Glenn, lot superintendent; Bill Overly, general agent, and Freddie Miller, Cal Lyons, Charles Salyer, Roy Kabat, George McCarthy and Eddie Eddy, co-ordinators. John Cardwell was superintendent of concessions for the California Mid-Winter Fair date.

New Equipment Developments

● Continued from page 29

ing five feet in length the unit comes equipped with deep, stainless steel food pans in a variety of shapes and sizes. They are interchangeable to provide flexibility of arrangement. Base section is refrigerated and has two large doors for easy access. Two roll or bread drawers are mounted on roller slides. Also included are toaster space and full length plate shelf and cutting board. Hood is easily opened and closed, the manufacturer claims.—The Bastian-Blessing Company, 4203 West Peterson Avenue, Chicago 30.

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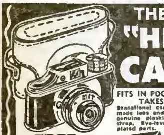

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COMING EVENTS

Alabama

Birmingham—Better Homes Expo., May 15-22. Pat O'Toole, Town House.
Montgomery—Mid-Alabama Home Show, March 23-27. Irving Weyne, Jefferson Davis Hotel.

Arizona

Chandler—FFA Rodeo, March 27.
Mesa—Jaycees Rawhide Roundup, March 31-April 2.
Phoenix—Indian Ceremonials and Games, April 15-17. Chamber of Commerce.

Arkansas

Hope—Southwest Ark. Dist. Livestock Show, April 4-6.
Little Rock—4-H and FFA Spring Market Show & Sale, April 15-16.
Little Rock—Home Show, April 24-28.
Little Rock—Ark. State Spring Livestock Show, April 14-23.

California

Oakdale—Clover Roundup, April 10.
San Diego—Rose Show, March 26-April 3.
San Diego—Spring Fair of Modern Home Ideas, April 22-27.
Sacramento—Sportorama, March 25-27.
San Bernardino—National Orange Show, March 17-27.
San Diego—Home Show, March 26-April 3.
San Francisco—General Motors Motorama, March 26-April 3.
San Francisco—Grand National Jr. Livestock Expo., April 6-6. Nye Wilson.

Colorado

Denver—Home Show, May 8-13.

Florida

Miami—Do-It-Yourself Show, April 13-19. Miami Herald.
Miami—Southeastern Automotive Show, April 22-30.

Georgia

Atlanta—Home Builders' Home Show, April 11-16. Francis Forbes, Volunteer Bldg.
Atlanta—Southeastern Automotive Show, April 28-30. Foster B. Steward, 1401 Peachtree St., N. E.
Swainsboro—Pine Tree Festival, April 6-13.
Thomasville—Rose Festival, April 29.

Illinois

Chicago—Modern Living Exposition, March 26-April 3, Navy Pier.

Indiana

Evansville—Tri-State Sports Show, March 27-30. Homer Bow.

Iowa

Des Moines—Iowa Sports & Vacation Show, March 31-April 5.
Waterloo—Northwest Ia. Sports Vacation Show, April 21-24. Bill Christiansen.
Waterloo—Waterloo Home Show, March 30-April 3.

Louisiana

Alexandria—La. Market Poultry Show, March 30-April 1. L. L. Walters.
Baton Rouge—La. Livestock-Poultry Show, March 27-31. John W. Fisher.
Gonzales—East Ascension Strawberry Festival, April 30-May 1. Mrs. Alice McConnell.
Hammond—Southeastern La. Dairy Festival & Livestock Show, May 13-14. Carroll Trahan.
New Roads—Baton-Rouge-Pointe Coupee Boat Festival, May 28-29. Dr. George Thomas, 1112 N. Blvd., Baton Rouge.
New Orleans—Do-It-Yourself Show, April 9-16.
New Orleans—Home Show, May 21-29.
Shreveport—Spring Festival, April 27-May 1. Abie O. Goldberg.

Massachusetts

Boston—Motorama, April 23-May 1.

Michigan

Grand Rapids—West Michigan Sports & Boat Show, March 21-28. Jack D. Loeks.
Lansing—Antique & Hobby Show, March 29-23. L. Verne Slout, Vermontville.
Vermontville—Maple Sirup Festival, April 18. Dr. Clarke Davis.

Mississippi

Canton — Madison Co. Livestock Show, April 16-14, N. S. Estess.
Carrollton—Carroll Co. Livestock Show, March 23. R. A. Cooper.
Greenwood—Delta Dist. Livestock Show, March 24-26. E. H. Blackstone.
Sardis—Northwest Miss. Dist. Livestock Show, March 26-30. R. P. Lewis.
Tupelo—Lee Co. Livestock Show, March 25-26. W. J. Pernell.
West Point—Northeast Miss. Dist. Livestock Show, March 31-April 3. E. E. Wooten.

Missouri

Joplin—Realtors' Home Show, April 11-15.
Kansas City—Home Show, March 27-31.
New Madrid—4-H Club Market Barrow Show, April 3. Eugene French.

Nebraska

Lincoln—Capital City Home Show, March 24-27. Peggy King, 418 Trust Building.

Nevada

Las Vegas—Helldorado Days, May 13-18.

New Mexico

Truth or Consequences—Fiesta Rodeo, April 1-3.

New York

Syracuse—Builders' Exchange Show, March 21-30.
Syracuse—Sportsmen's Show, April 28-May 3. Hall & Grier, Utica.
Utica—Sports Show, March 24-29.
Utica—Sportsmen's Show, March 24-29. Ball & Grier.

North Carolina

Welcome—Easter Celebration, April 8-11. N. C. Leonard.

Ohio

Canton—Sportsmen's Show, April 1-6.
Columbus—Sports Show, March 22-27.
Toledo—Flower Show, March 22-27. Geo. Yakobian Enterprises, 1718 Jefferson Ave.

Oklahoma

Oklahoma City—Home Show, March 27-April 2. Gus Fields, Biltmore Hotel.
Oklahoma City—Lamb and Wool Show, April 28 Fred Heep, Nat'l Livestock Commission Co.
Oklahoma City—Okla. Rabbit Show, April 22-24. T. L. Owens, Williams Candy Co.
Oklahoma City—Capitol Hill Eighty-Niners' Day Celebration & Rodeo, April 20-24. Hosea Vinyard, Chamber of Commerce.
Oklahoma City—Do-It-Yourself Show, May 15-19. James O. Burge, Okla. Pub. Co.
Oklahoma City—Charity Horse Show, May 18-21. Walter Duncan, First National Bldg.
Pawhuska—Osage Downs Futurity & Race Meet, May 1-8. Clarence Paden, Chamber of Commerce.

Pennsylvania

Philadelphia—Gift Show, March 26-31. Donald C. Little, 220 Fifth Ave., New York.
Tarentum—Boat and Sports Show, May 9-14. James W. Grinder, 100 E. 7th Ave.

Texas

Corpus Christi—Buccaneer Days, May 13-15. Buster C. Sheley.
Cuero—S. Tex. Stock Show & Rodeo, March 28-April 6.
Dallas—Southwest Sports & Vacation Show, April 15-24. Martin P. Kelly, Prom. Dept., Dallas Morning News.
Dallas—National Home Show, April 30-May 8. Grover Godfrey, 102 Walnut Hill Village, Dallas.
Dayton—FFA Livestock Show & Rodeo, May 5-7. A. W. Rigby.
El Paso—Flower Show, April 16-17.
Ennis—FFA Livestock Show, April 11.
Galveston—Home & Do-It-Yourself Show, May 4-8 Patrick J O'Toole, Casa de Palmas Hotel, McAllen.
Gladewater—Gladewater Dairy Day, May 3. Herman Williams.
Houston—Sports Show, March 16-27.
Navasota—Grimes Company, Bluebonnet Trail Days, March 31. Marshall S. Croft, Box 350.
San Antonio—Fiesta San Jacinto, April 17-23.
Sherman—Spring Livestock and Dairy Show, May 3-4. J. C. Maples.
Uvalde—Uvalde Company Jr. Show & Sale, May 12. Bob Wellborn.

Utah

Delta—Millard Co. Jr. Livestock Show, May 20-21 Ward Nielsen.
Ephraim—Sanpete Rambouillet & Jr., Fat Stock Show, May 21-22. Geo. Beal.
Perron—Jr. Livestock Show, May 12-16. Willis Hill.
Richmond—Black and White Days, May 21-22. Quentin Peart.
Salt Lake City—Home Show, May 11-18. E. I. Greenhand, 20 Exchange Place.
Vernal—Uintah Basin Jr. Livestock Show, May 27-28. Marvin Smith.

Virginia

Richmond—Orchid Show, March 26-27.
Richmond—Jr. Stock Show & Sale, April 12-18.
Richmond—Rose Show, May 10-15.
Winchester — Shenandoah Apple Blossom Festival, April 28-29. J. Pinckney Arthur.

Washington

Auburn—Northwest Jr. Livestock Show, April 14-16. John Eby.
Enumclaw—Enumclaw Jr. Dairy Show, May 21. Martin J. Teeter.
Pomeroy—Garfield Company Jr. Livestock Show, April 16. Dick Brown.
Seattle—International Trade Fair, March 11-25. Kenneth V. James, 215 Columbia St.
Spokane—Sports Show, April 16-24.
Spokane—Spokane Jr. Livestock Show, May 6-6. P. R. Gladhart.
Spokane—Inland Empire Home Show, May 21-29.
Toppenish—Central Wash. Jr. Livestock Show, April 26-28. Willa M. Rowland.
Wapato—Wapato Jr. Livestock Fair, April 18. Blaine O. Hardy.

Wisconsin

Madison—Wisconsin Sport, Travel & Vacation Show, April 28-May 1.
Milwaukee—Milwaukee Sentinel Sports & Vacation Show, March 26-April 6.
Tacoma—Tacoma Home Show, March 22-27. Edgar V. Smith, 1103½ Division Ave.

CANADA

Alberta

Edmonton—Spring Livestock Show and Sale, March 21-25.

Ontario

Ottawa—Ottawa Tulip Festival, May 18-19.
Toronto—International Trade Fair, May 30-June 10.

Quebec

Montreal—Eastern Canada Better Home Builders' Show, April 18-23.

Saskatchewan

Regina—Sportsmen's Show, May 3-11.
Saskatoon—Light Horse Show, April 5-6.
Saskatoon—Breed Sow Show & Sale, April 12.
Saskatoon—Bull Show & Sale, April 13.
Saskatoon—Fat Stock Show & Sale, May 27-28.
Saskatoon—Interprovincial Bull Show & Sale, April 13.

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10 Ass't with Yellow Exp. Band. $75
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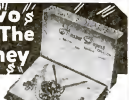

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Swiss Watch with sweep second-hand and expension band . . . Smart cuff links . . . matching Tie Clasp . . . Money Clip and Key Holder! Send $7.90 for sample set. Same as above with rebuilt Elgin or Waltham Watch, $8.90.

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Gold Plated! Beautifully Boxed!

Costume Jewelry Sets

18 Gorgeous styles with hand-set sparkling stones. Assorted colors and black cameo. Send $1.00 for sample.

$9.60 DOZ.

Cel-Max, Inc. 20% with order, balance C.O.D 582 So. Main St., Memphis, Tenn.

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Housewares, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Bait Game Specials, Bingo Merchandise.

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IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

1-day Service ACME PREMIUM SUPPLY CORP. 1111 South 12th, St. Louis 4, Mo.

To Order Classified or Dislay-Classified Ads

USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

- ☐ Acts, Songs, Parodies
- ☐ Agents and Distributors
- ☐ Animals, Birds, Pets
- ☐ Business Opportunities
- ☐ Costumes, Uniforms, Wardrobes
- ☐ Food and Drink Concession Supplies
- ☐ Formulas
- ☐ For Sale—Secondhand Goods
- ☐ For Sale—Secondhand Show Property
- ☐ Help Wanted
- ☐ Instructions, Books, Cartoons
- ☐ Magical Apparatus
- ☐ Miscellaneous
- ☐ Musical Instruments, Accessories
- ☐ Partners Wanted
- ☐ Personals
- ☐ Photo Supplies and Developing
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3 Indicate below the type of ad you wish:
☐ REGULAR-CLASSIFIED AD—15¢ a word. Minimum $3.00.
☐ DISPLAY-CLASSIFIED AD—$1 per agate line. One inch $14.00.
(14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please insert the above ad in.......................................Issue.

I enclose remittance of $..........

Name ....
Address ....
City .... State..........

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Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15c a word—Minimum $3

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Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

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IMPORTANT INFORMATION

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When using a Box Number in care of The Billboard allow for six additional words.

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Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

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NEW, LOW BUDGET POLICY—SMART comedy to fit your purse. Adlibs, a perfect fits for that off beat minute. A quip for every situation, $2. Showbiz Comedy Service, Dept. M 26, 1613 East 29th St., Brooklyn 29, N. Y.

20,000 PROFESSIONAL GAGS, ROUTINES, doubles! 1500 pages! For free comedy catalog write Robert Orben, 73-11 Bell Boulevard, Flushing, N. Y. my14

AGENTS & DISTRIBUTORS

A BRAND NEW ITEM—FIRST TIME ANYwhere. Not sold in stores. Buy direct from manufacturers. 100% profits. Begin earning big cash first day. Details free. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Ill. mh26

AGENTS—SELL RICH LOOKING 34X86 IMported Japanese Rugs for $2; never before such a large rug for so low a price. Multicolor stenciled designs, hooked carpet and Oriental patterns; 3 rugs, $2.50 prepaid; rugs, $1.15 each prepaid. Condon, Dept. B, Box 204, Upper Darby, Pa. ch-tfn

AGENTS — FAST SELLING BEAUTIFUL Rhinestone Heart Necklace and Rhinestone Heart Earring Set; all pronged rhinestones, $18.50 dozen; sample, $1.25. Santo Sales Co., 821 Eastwood, Chicago 40, Ill.

AAA AMAZING CLOSEOUTS

Ropes, all beads, asst. dz.	$ 5
Ropes, chain & beads, asst. dz.	4
Tailored earrings, asst. gr.	18
Tailored pins, asst. gr.	15
Stone Earrings, asst. gr.	18
Stone Pins, asst. gr.	18
Rhinestone neck & earrings, boxed, dz.	8
Bracelets, round & link, asst. gr.	30
Tailored tieslide & cufflink set, asst. dz. boxed	5

Sample dozens reg. price 20% deposit, balance c.o.d.

NEW ENGLAND JEWELRY
124 Empire St. Prov., R. I.

A REAL BARGAIN—HAND TOOLED AND laced Billfolds. Calfskin men's and ladies' styles; dozen, $15; single sample, two dollars. Act fast. Jack Eastwood, 694½ Jefferson, Chillicothe, O.

A 30" CHINA MARBELIZED LAMP WITH 18" shade; large users only; $2.75 complete. Write Box 979, Billboard, 1564 Broadway, N.Y.C. 36.

CERAMIC BRAHMA BULLS—NOT CHALK. Imported. Hot item for stock shows, rodeos and fairs. Perfect conformation. Size 6¾x6, $9 dozen, f.o.b. Majestic Sales, 432 Diane Drive, Longview, Tex. Three samples, $3 postpaid. ap8

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CIRCULATION MEN FOR SOUTHERN, central and western states; good proposition; age no handicap. Contact Gasoline News, 5134 N. High St., Columbus 2, O. mh26

DECALCOMANIA TRANSFERS NOW OFfered in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," X-L, Boston 10, Mass. ch-np

EARRINGS—INTRODUCTORY DOZEN ASsortment, $1.95. Postpaid. Cosmopolitan, Box 176-B, New York 8, N. Y.

FAMOUS MFR. CLOSEOUTS

Beautiful Summer assortment	$3.50 dz.
Asst. Earrings, gang carded	1.55 dz.
Cufflinks, carded	1.95 dz.
Cufflinks, boxed	$3 & $5 dz.
Rosaries (made in Italy)	1.95 dz.
Tailored or stoned Earrings	5.00 dz.
Baby Heart Necklaces, boxed	3.50 dz.
Baby Cross Necklaces, boxed	3.50 dz.
Neck & Earrings, boxed	8.00 dz.
Rhinestone Neck & Earrings, boxed	12.00 dz.
Beautiful Ropes, asst.	$4 and $5 dz.

Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

SAMUEL SILVERMAN & CO.
1020 Westminster St. Providence, R. I.

"JIFFY" WHITEWALL TIRE CLEANER—Amazing new formula. Spray on, rinse off! Start profitable home factory yourself. Olvens, 337-B, Orrville, Ohio. ap2

JOBBERS—WE ARE BOOKING ORDERS for Mother's Day Carnations. Best quality. Yinnay, 416 North Blvd., Vineland, N. J.

JOKERS FUN SHOPS—FULL CREDIT ALlowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. mh26

MAKE $25 DAILY SELLING ALL-WEATHer plastic gasoline station Pennants. Write today for full information. Central Flag, Rossmoyne 3, Ohio. mh26

NEW, FAST SELLING CHEMISTRY ITEM that everyone has need of; big profits; retail or wholesale. Particulars and sample, 25¢. Southern Products Co., New Ellenton, Sta., Aiken, S. C.

NEW 7"x11" ULTRA-BLUE SIGNS, 7¢, retail 50¢. 8,000 different slogans. Sample free! Lowy, 818 Broadway, Dept. 844, New York 3. ch-mh26

PROFITABLE, SPARE TIME PURSUITS—4 valuable, extra bonus, spare time into cash projects, $1. George Buchanan, 2411 N. Second St., Philadelphia 33, Pa. ch

RUN A SPARE-TIME GREETING CARD and Gift Shop at home. Show friends samples of our new 1955 All-Occasion Greeting Cards and Gifts. Take their orders and earn up to 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 138, Ferndale, Mich. ch-mh26

SALESMAN—CAN EARN $25 PER DAY ON fast moving hardware items. Sample kit and literature sent on receipt of $1. Satisfaction or refund. Meyer's, 830 Dryades St., New Orleans, La. ap2

SURPRISE PACKAGE! HOLLYWOOD'S newest, craziest, hottest sensation. Contains four startling items priced $1 each. World's fastest sellers; dealers-individuals; retails $1. Salesmen, distributors, pitchmen: Hurry, 100%-200% profit; dollar bill brings sample package. Nolan, Sales Manager, Box 2662, Hollywood, Calif.

TRICK DICE—WHOLESALE; MADE TO ORder, any size and color. Steve Pinkus, 4818 Milwaukee Ave., Chicago 30, Ill. AVenue 3-7262.

WE ARE EXCLUSIVE NATIONAL DIStributors for the miracle cleaner, Pin Joy. Spray surface to be cleaned, wipe off; no rinse required. Write for free sample. Pin Joy, Inc., 1812 East Colfax Ave., Denver, Colo. mh26

WESTERN FORTY-NINER SERIES EARrings, Boots, Saddles, etc. from manufacturer. $81 gross. 36 assorted samples, $6 postpaid. Satisfaction guaranteed. S&E Sales Co., 2007 So. K St., Tacoma 8, Wash. ap9

WHOLESALE DIRECTORY OF MANUFACturers, distributors, selling 450,000 nationally known products: Novelties, Appliances, Vitamins, Clothing, etc. Literature free. Carter, Box 6011-TD, Chicago 80. np

YOUR OWN BUSINESS — SUITS, $1.50; Overcoats, 65¢; Mackinaws, 25¢; Shoes, 18½¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. Moro, 1218 AF South Jefferson, Chicago. ch-np

$1 PROFIT EACH SALE PLUS OVERrides. Two, three or more orders one family. Photo enlargements only $2.95. G. Allen Studio, Riegler Bldg., Little Rock, Ark. mh26

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ALLEN—REGAL PYTHONS ON HAND: 18 ft., 17 ft., 16 ft., 15 ft., 10 ft. feeders. Ross Allen's, 1112 North Miami Ave., Miami. Phone 3-4806.

A BIGGER AND BETTER ASSORTMENT of snakes than ever before for $25. Harmless or poisonous. State which. McClung, Laplace, La. ap23

BIG, FAT RATTLESNAKES—$1.50 PER foot; Blue Bulls, six to eight feet, $10; tame, scentless Skunks, $12; "Civit Cats," $10; Raccoons, $7.50; young, tame Black Bear, $75. Ray Singleton, Rattlesnake, Fla.

CALIFORNIA SEALS, SEA LIONS—WILD or trained; main suppliers zoos, circuses thruout world. Marine Enterprises, Inc., Hermosa Beach, Calif.

JUMBO FROG RAISING—VERY PROFITable. For sale: Frogs, Crayfish, watercress, plants, land. Vol Brashears, Berryville, Ark.

MINIATURE CHIMP STUMPTAILS, TAME, young, $65; Babies, $80; Rhesus, Bonnets, Spiders, $30; Squirrels, $22; Cinnamons, Whiteface, $35; Owls, $25; Pigtails, $50. Bronson Tropical Birds, 148B Fort George, New York 40, N. Y. Lorraine 9-0940. ap9

RINGTAILS, $30; SPIDER MONKEYS, $28. Many other birds and reptiles. Animales Tropicales, Inc., 2324 Amsterdam Ave., N. Y. 33, N. Y. WA 7-7400. ap2

WANTED—PAIR OF YOUNG SWANS FOR Northern New Hampshire. Write Baker Brook, Inc., Route 3, Littleton, N. H.

WANTED—BIG CHIMPS; MUST WEIGH over 90 pounds. Quote lowest price. Rare Bird Farm, Kendall, Fla.

1955 BABY BEAR CUBS—READY FOR IMmediate shipment. Orders also accepted for later delivery. Guaranteed delivery anywhere in U. S. Don McDonald, Bowmanville, Ontario, Canada.

BUSINESS OPPORTUNITIES

ATTENTION, ARCADE-KIDDIELAND owners. Arcade complete with kiddie rides, Auto-Photo, recorders and late amusement pieces for sale or lease. Hollywood Arcade, 430 S. State St., Chicago, Ill. ap2

CONCESSION FOR RENT AT JERSEY'S finest amusement park, the Casino, Grant Avenue and Boardwalk, Seaside Heights, N. J. Seaside Park 9-0833. Mr. Eugene Thomas, Manager.

FORCED TO SELL—LARGE PORTABLE Roller Rink, completely equipped. Must be sold immediately. Sacrifice price, $4200. Box C-189, c/o Billboard, Cincinnati 22, Ohio. mh26

FOR SALE—DANCE STUDIO IN THRIVing community. 275 students. Residence (4 rooms) and two studios combined. Ideal for couple mutually interested in teaching. Write P. O. Box 343, Cincinnati 1, O. mh26

FOR SALE — RECORD SHOP, ESTABlished 15 years. Eastern Indiana town of 40,000. Box C-181, c/o Billboard, Cincinnati 22, Ohio. ap8

FOR SALE—ROLLER RINK; 50'x140' PORTable, complete with skates, counters and fully equipped except building or tent. Margaret Hilsabeck, 342 West State, Jacksonville, Ill. ap8

FOR SALE—SKATING RINK, 40x100; ALL equipped with fully modern living quarters, also 40x100 Portable Rink. Will sell together or separately. George Averse, General Delivery, Meredosia, Ill.

FOR SALE—PORTABLE SKATING RINK, 40x90; new tent; floor six months old, good condition; 150 pairs skates, complete, $3800. E. R. Folsom, Route 3, c/o Vise's Service Station, Flemingsburg, Ky.

I HAVE 160 ACRES OF WATER WITH good fishing privileges and 90 acres of clear land surrounding lake. I have 8 rides and many concessions, but not near enough to accommodate the people. Only colored. Lake in North Carolina, with rides and concessions. About fourteen miles from Fort Bragg, North Carolina. Can use rides and concessions not conflicting. Can use Side Shows, Fun House, Glass House and an Arcade. Space for rides, $8 a week; for concession, $10 a week. On percentage 30%. Opening March 23d thru Sept. Call Ollie H. Lincoln, 29417, 34467, 30611, 30022, or write Ollie H. Lincoln, c/o Sanitary Lunch, 261 Hillsboro St., Fayetteville, N. C.

KIDDIELAND COMPLETE—7 RIDES; GOOD location, Queens, N. Y. Reasonable. Winter, 104-27 49 Ave., Corona, N. Y. IL 7-3957.

KIDDIELAND — GOING BUSINESS, NO other in vicinity. Parker Merry-Go-Round, Eli Wheel, Train, Boats, Airplanes, Cars, Trolley, fenced. Four buildings and fixtures included; many extras, $25,000 cash. Do not apply unless you have finances. Kiddies' Playland, 309 34th St., Bakersfield, Calif.

NEW ELECTRIC MACHINE BAKES greaseless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipes. Norbert Ray Co., 3606 S. 15 Ave., Minneapolis 7, Minn.

NOTICE FOR BIDS

The City of Kansas City, Missouri, through its Director of the Municipal Auditorium offers the food, soft drink concessions and hat check privileges in the building to an experienced operator on a percentage of sales basis. Contract term will be for five years with option of renewal. Past experience shows total sales in excess of $100,000 per year. The building houses over 300 conventions, events and attractions yearly. Your investment in booths and equipment required estimated around $50,000. Copy of contract covering terms and specifications will be mailed to reliable concessionaires upon written request.

PORTABLE SKATING RINK FOR SALE—40'x90' maple floor, complete with skate trailer. Allen G. Nobles, Taylorsville, Miss. Ph. 4711.

PRODUCERS! MUSICAL AVAILABLE. Lilting melodies. Sure hit. Herbert-Romberg type. Also suitable TV series. Box A-160, Billboard, 6000 Sunset, Hollywood 28, Calif.

START A MAIL ORDER BUSINESS—Small capital. Details, $1. Fred Hettick, Mgr., Bismarck, N. D. Box 1478.

TRADE, BUSINESS MAGAZINES HELP you get ahead. Late single copies. More than 5,300 publications; all fields. Current list free. Commercial Engraving Publishing Co., 34H North Ritter, Indianapolis 19, Ind.

COSTUMES, UNIFORMS, WARDROBES

NEW COSTUMES FOR SALE DUE TO cancellation of stage show. I have 3 sets of 12 beautifully trimmed with sequins, Turkish with bloomers, Rhumbas with a solid ruffle skirt, Orientals with wide flair skirt. All have open midriff. Made of finest material. Ideal for circus, carnival. Original price $67.50. Now $27.50. Will sell as set or separately. Palamida's, 140 S. 11th St., Philadelphia 7, Pa.

NEW BALLY CAPES, STRIP PANELS, $3; used Tuxedos, Tails, Derbies, Top Hats, Costumes, Wigs. Cheap. Free list. Leroy Carpenter, 10 Eldorado Place, Weehawken, N. J.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CARAmel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. my14

FOR SALE—PORTABLE ELECTRIC PHOnograph, about 125 records; bought before World War II; also Edison 90 records, bought before World War I. Mrs. Bertha Sheets, Angola, Ind., R. 2.

POPCORN MACHINE (NEVER UNcrated), floor model; dimensions 54x44x29, nickel plated, 3 drawer rear, $60 volume hourly, cost $675. Will sacrifice; quick sale with 300# popcorn, 8,000 15¢ cartons, ready to do business (110-3 wire AC). At $295. First come, first served. Star Sales, P. O. Box 1305, Station "C," Canton, Ohio. Have also new hot dog Barbecue, Frozen Custard, Fountainettes, etc. State your needs today.

FOR SALE—SECONDHAND SHOW PROPERTY

BLUE TENT—RED TRIMMED, 110 FT. IN the round, 30 ft. middle piece, overall 110 ft. by 140 ft. Fire resistant. Used one season. Leo Bronson, Inc., 189 Church St., New Haven 4, Conn. ap2

BUILD $100 TWELVE PASSENGER KIDDIE Chairplane. Tested plans, $5; major Ferris Wheel, $25; Miniature Golf, $7; Panel Front Show, $7. Free 47 plan circular. Brill, Box 875, Peoria, Ill.

CARNIVAL RECORDS — BAND ORGAN, calliope, Hammond organ records, 6, $5; tape recordings, $9. Carnival Record Co., 903 N. Seventh, Springfield, Ill. ap16

CHAIROPLANE, OCTOPUS, SHORT ARM and Trailer, 20x40 Bingo Top and Frame, Big Six-Horse Race Wheel. Mickey Percell, So. Williamsport, Pa. ap2

CORK GALLERY AND PENNY PITCH canvas, both good; frames, shelving, backdrop, ten guns, some stock, International truck to haul, complete, $400 or best offer. Hughey, 841 Lawrence Ave., Chicago 40, Ill.

FIRE ENGINE — TRACTOR, TRAILER; Overland amusements Crosley, used two years, excellent condition, $1750. Playtown Park, Morton, Pa.

FOR SALE—THREE KIDDIE RIDES; BABY Chairplane; Tractor ride, just like an auto ride; Airplane ride; newly painted, ready to go; all three for $1000. Muskogee, Okla., Fair Grounds. G. Williams, Gen. Del. mh26

FOR SALE—PINTO FIRE TRUCK KIDDIE Ride; like new. $1,800. Sam's A and N, 42 No. Wyoming St., Hazelton, Pa. mh26

FOR SALE—CONCESSION TRAILER WITH Floss, Popcorn, Candy Apple equipment; 1 Kiddie Ponycycle (very portable). Cheap, due to other interests. Shingler's Rides, Espy, Pa. Phone Bloomsburg 425-J.

FOR SALE—1 12-PASS. AIRPLANE RIDE, $650; 1 10-car Auto Ride, $250. Fred Utter, Main St., Adena, Ohio.

FOR SALE—ONE NEW GRUNER CHAIRplane; twenty-four seats, International power, vee belt drive, disc clutch. E. M. Gruner, R.R. #3, Murphysboro, Ill.

FOR SALE—SHORT RANGE LEAD GALlery on a trailer. For details, R. Trebing, 1109 S. Potomac St., Baltimore 24, Md.

FOR SALE—POPCORN AND HOT DOG wagon, 6x16 ft.; blinking lights around the top and glass all around. Equipped with Cretors popper and built-in deep freezer. Wagon almost new. Joe Oojmerac, Route 2, Independence, Wis.

GIRL IN FISH BOWL ILLUSION—($30 money order), with free direction to make. 80 foot RT, including 30 MP, $8.50. Will trade for roller floor. Grand 32 foot two engine steel office, $2000 or will trade for portable Rink. No telegram station here; if rushed, use air mail. Parlor Corp., Greenwood Lake, N. Y.

FOR SALE—KINO AUTO RIDE, TOP AND sidewalls; used 16 weeks. Ride like new. Price $1700. R. D. Pierson, Louisville, Ill. Phone 212.

KIDDIE RIDES—AIRPLANE, 15 PASS., fluid drive, $750; Jeep, 18 pass., fluid drive, $750. F.O.B. Nampa, Idaho. L. B. Ross, 390-30th St., Ogden, Utah.

LIST YOU SHOW EQUIPMENT NOW FOR our April 1 free catalog. Nationwide service. Young's Carnival Sales, 111 Park Ave., Duluth 6, Minn. Phone Randolph 21124. ap2

LONG RANGE SHOOTING GALLERY ON truck. In excellent condition. No junk. L. Schamanski, 315 Union St., Mich. City, Ind.

LONG RANGE GALLERY—PORTABLE, built for road, park or store building, $350. W. C. Gerbig, 925 Walker St., Augusta, Ga.

ONE TENT 40'x80'—300 SEATS, DROPS, Electric Equipment and Stage. Everything complete, $975. All replies Billy Fitzpatrick, 202 North Main St., Waterbury, Conn. ap2

MANGELS KIDDIE BOAT RIDE—USED 5 weeks; good as new. Cash price, $1500. Bury Brothers, 2720 E. Market St., York, Pa. mh26

MANUFACTURE, REPAIR, TRADE ANYthing canvas. Any size, good as new tents. What do you have or want. Smith Tent, Auburn, N. Y. ap2

RARE BARGAINS IN USED TENT SHOW equipment. Top, sidewall, mechanical stake driver, iron stakes, trunks, scenery, electric wiring, G.M.C. and Ford tractors cheap. Also semi-trailers. Wish to move everything. L. Verne Slout, Vermontville, Mich.

TENT—50x120, KHAKI, FLAMEPROOFED, $800. 350 Folding Chairs, $350. 7½ KW. Light Plant on wheels, $500. Trucks, Trailers, etc. 8 Shetland Ponies, mares, young, $650. Phillips, 5717 Harkins Ave., Los Angeles 34.

TENT PICTURE SHOW—DUAL AMPRDS, fine seats, operating here now. Three Holmes 35mm. heads, two Peerless lamps, 220V rectifiers. Victor 40B 16mm. Phone 9492, Jeffersonville, Ga. ap2

TENTS FOR SALE—20x30, $40; 20x40, $50. Complete Athletic Show, Loop-o-Plane, Eyerly rigid brace, $500; Eli semi trailer, 24 foot, $400. Emil Zirbes, Bismarck, N. D.

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, trade-ins. Photos, details, $1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. ap16

10 CAR ALLAN HERSCHELL KIDDIE Auto, and 24 seat Smith & Smith Chair-o-Plane. Fred Mattison, Thayer Road, Amsterdam, N. Y. VI 29534.

12 MERRY-GO-ROUND HORSES — MEDIUM size, newly refinished and trimmed, $50 each. Joe Frederick, 2263 Newton, Detroit 11, Mich. Phone Trinity 2-2860. ap2

16MM SOUND FILMS—LOWEST RENTAL rates in history; get our prices now! Rogers Films, Lombard, Ill. ap9

24 SEAT MARCRAFT WATER BOAT RIDE. Aluminum boats, canvas tank, portable or park. Also Auto Ride. Will deliver. Bargain. Indian Point Rides, 214 10th St., Toledo, Ohio.

40 PONIES—CONSISTING OF 20 FEMALES, 20 males; one to four years old, for $1600. Trailer truck can haul them all; trucking 35¢ a mile one way; guarantee live delivery. Phone or wire now, don't wait, might be too late. No time for letter writing. Day phone 7742, night 2061. P. L. Cobb, Hotel Ponder, Amite, La.

60-INCH SEARCHLIGHTS — SPERRY & GE Lamp assemblies and lamp operating assemblies, carbon, all other parts new, in original crates, 100,000 feet 1-0 single conductor power cable, 25¢ per foot. Thousands of other War Surplus items. Anderson Bros., 13400 Hesperian Blvd., San Lorenzo, Calif. All inquiries answered. ap16

5000 WOODEN BLEACHERS, 2300 WITH aisles. Folding chairs, theater chairs, steel bleachers. Lone Star Seating Co., Box 1734, Dallas 1, Tex.

INSTRUCTIONS BOOKS & CARTOONS

ASTROLOGY OCCULT—EASY LESSONS, books, tarot, psychic aids, curious charts, spiritual products. Free booklet. Dasaro, 2300 South Michigan, Chicago 16, Ill. ap9

FREE — ILLUSTRATED, INTERESTING hypnotism, self-hypnosis Catalog. Learn this fascinating science. Private instruction also available. Write Hypnotist, 1324 Wilshire, Hollywood 17B, Calif. ch-tf

YOU CAN ENTERTAIN FOR ALL OCCAsions with our Trick Drawings and Rag Pictures. Catalog 10¢. Balda Art Service, Oshkosh, Wis. mh26

MAGICAL APPARATUS

A BRAND NEW #24 CATALOG—MINDreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog, 50¢ wholesale. Nelson Enterprises, 336 S. High, Columbus, Ohio. ap16

SUR - MINIATURE RADIOPHONE FOR mentalists. Easily concealed. Write for brochure, prices. Nelson Enterprises, 336 South High St., Columbus, O. ap18

VENTRILOQUIAL ($65 UP), PUNCH FIGures, $13 each, dressed. America's finest hand-carved wooden figures. Wigs, acts, etc. Catalog 10¢. Spencer, 3240 Columbus 7, Minn.

MISCELLANEOUS

AUTOMOBILES — DIGNIFY YOUR CAR; initiate for both sides. Mail a dollar, our risk. Marks, Box 176, Bronx 36, New York. ap9

GENUINE MINK OR RABBIT FOOT KEY Chain, attached to souvenir mailing card, 10¢, 12 for $1. Have fun! Treat all your friends, boys and girls. Charles Brand, 154 West 27th, New York. Dept. B2. ch-mh26

JUGGLING CLUBS, ROLLING GLOBES—Made to order. Finest of craftsmanship and material. Jack Miller, 1893 North Kansas Ave., Springfield, Mo.

KIDDIELAND RIDES—WE BUILD AND manufacture them. Airplane, Boats, Tractors, Firetrucks, Cars, Ponycart, Ferris Wheel, Merry-Go-Round, Miniature Trains. Write for information. Theel Manufacturing and Amusement, Leavenworth, Kan.

ROLL CAPS FOR REPEATING CAP GUNS, $12 per case; 720 boxes, 8 rolls to box; 25% deposit, balance c.o.d. Guaranteed quality or money back. Gelazin Enterprises, 14 Revere St., Bridgeport 7, Conn. ap2

SADDLES — MEXICAN STYLE, HAND made, beautiful finish; in special for adults, $60 complete; for boys, $25; Cartridge Belts with single holster, $12; double, $16; Saddle Whips, $8; long Whips, $2.50; Chaps, $20. Guarantee. General Mercantile Co., Laredo, Tex.

YOUR NAME IN HEADLINES ON STANDard newspaper page; make up your own headline; 3 different, $1; not over 26 letters each, headline blanks, $30 per thousand. Andrew Quirk, Box 1351, Dept. 14, Hartford 1, Conn. ap23

M. P. FILMS & ACCESSORIES

ALL 16MM. SOUND. NEW LIST: FEAtures, Westerns, Serials; excellent condition. Sell, rent. Suite 512, 335 Fifth Ave., Pittsburgh 22, Pa.

MODERN THEATER EQUIPMENT FOR sale cheap. Projectors, 9 16mm., 5 35mm. Amp. Stage Speaker, Seats, etc. Pembroke Film Exch., P. O. Box 4331, Charleston, S. C.

PERSONAL

ANYONE KNOWING THE WHEREABOUTS of Bruno Louis Taubert please write collect Lou Taubert, Casper, Wyo., or phone collect 2-2500 Casper, Wyo. mh26

I. W. SHULTZ—LAST KNOWN TO BE with small Canadian circus. Contact Shult, R. F. D. #2, Westwood, N. J., regarding estate.

SAFETY, CERTAINTY AND ENJOYMENT, 10¢! "The Life That Wins," 10¢. Remail letter, 25¢. K. Allman, 90 Coral St., Paterson 2, N. J. ap2

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS AND BACKgrounds, Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 5, Mo. ap16

DeVRY STREET SNAPPING CAMERAS—Five complete units with developing, finishing outfit. Used for Santa Claus operations. Best offer, one or all! S. Spivak, 2437 W. Balmoral, Chicago 25, Ill.

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoor, complete Photo Booths, etc., free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1181 N. Cleveland Ave., Chicago, Ill. ch-tf

PHOTO BOOTH OUTFITS CHEAP — ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1181 N. Cleveland Ave., Chicago, Ill. ch-tf

"... It's just as natural for a showman to check these ads as it is for a housewife to pore over the grocery ads ..."

So says Glenn Trump, noted columnist, in his STAGE AND SCREEN column in the Omaha Sunday World-Telegram—Mar. 6, 1955.

He's referring to the CLASSIFIED ADS IN THE BILLBOARD. Here's his whole column:

"Want to buy a boa constrictor, a seal, a cockatoo, a penguin, or perhaps the tents, seats and light plants of a circus? It's no bother at all—if you pursue the want ads of The Billboard, the only trade magazine of outdoor show business.

"Actually, it's just as natural for a showman to check these ads as it is for a housewife to pore over the grocery ads . . . However, we always get a kick out of the 'for sale' columns of The Billboard. Last week, for example, besides the above-mentioned items, offered for sale were wax figures, kiddie rides, Ferris wheels, portable skating rinks, bowling alleys, organs, boat rides, miniature trains, an airplane to be used for ballyhoo, a popcorn machine, 'slightly used' monkey circus, steam engine, searchlights and a sway-pole . . ."

. . . and we agree!

Whatever you have to sell—or buy—if it's connected with outdoor show business, you'll sell it faster—or find it easier—with an ad in these classified columns. Especially if you place your ad in

The Billboard

ANNUAL SPRING SPECIAL

Dated: April 9

The Buyers' Guide of the outdoor amusement industry

Check the rates and information on how you can place your ad in this big Annual Spring Special . . .

Ad Deadline: MARCH 30

PRINTING

ALWAYS FASTEST SERVICE—QUALITY printing. Three-color 14x22 Window Cards, $8 hundred; 17x26 size, $10.50 hundred. Your copy up to 30 words. Also bumper and telephone pole cards. Tribune Press, Dept. W55, Earl Park, Ind. mh26

ATTRACTIVE BUSINESS CARDS—$2.95 per 1000; 100 Posters (11x14), $7; 1000 Bond Letterheads, $6. Taylor, 5103 Forty-Third Ave., Hyattesville, Md. ap2

BEST BUY IN BUMPER SIGNS—4x18-INCH Stickon Bumperettes. Peel off back, stick onto bumper. Printed to your copy; on white, $10 hundred; on brilliant day-glow colors, $13 hundred. Postpaid. Tribune Press, Earl Park, Ind. ap18

NOW—ANY FOUR LINES PRINTED ON gummed labels, 1½"x2", 1000 for $1 postpaid. Marvin Lipkin, 709 Flatbush Ave., Brooklyn 25, N. Y.

200 8½x11 LETTERHEADS, 200 6¾ ENVElopes both for $3.50. Black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. ap18

1,000 EMBOSSED BUSINESS CARDS, $2.95 postpaid; 2,000, $5.50. Maximum six lines. Samples. John Peper, P. O. Box 822, Chattanooga, Tenn.

SALESMEN WANTED

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics: nylon, dacron, orlon. Exclusive styles, top quality. Big cash income now, real future. Equipment free. Hoover, Dept. M-109, New York 11, N. Y. mh26

FASTEST SELLING LINE OUT! TODAY every merchant needs our sensational low-priced business boosting Advertising Specialties. Average $20 per sale. Calendars, printed necessities triple your earnings. 25% cash commissions. Experience unnecessary. Free sample outfit. Willens, 2130 Gladys, Dept. 304, Chicago 12, Ill.

QUALITY TIES—YOUR PROFIT, 189%. Catalog free. Loren Specialties, 4351-H3 Flourney, Chicago 24. ch-mh26

SALESMEN—SHOW AMERICA'S LEADING nationally advertised line. Novelties, gifts, utility items. Big commissions advanced. Prospects everywhere. Steady repeats. Low prices, free literature, samples. Write: Charms & Cain, 407 South Dearborn, Dept. BB-3265, Chicago 5, Ill. np

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — OUTFITS, $25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St., Los Angeles 2. mh26

REAL TATTOO MACHINES — NEW DEsigns; outfits $18 and up; ready mixed colors. $12 needles. Milt Zeis, 728 Lesley, Rockford, Ill. je25

WANTED TO BUY

ALLAN HERSCHELL BOATRIDE, ROTOwhip, Dipper, Midgoracer, Buggy. Rifles, Handcar Ride and Arcade for sale. Shafers Rides, Washington, Ind.

CALLIOPE — REPAIRABLE; GIVE FULL information about machine. Cash waiting. Box C-192, c/o Billboard, Cincinnati 22, Ohio. ap2

MIRRORS—DISTORTION, 8-GLASS ONLY, in good condition. Must be cheap for cash. Mickey Stark, P. O. Box 229, Mount Sterling, Ill. mh26

USED LANE'S OR SIMILAR MAKE TWO-horse kid Merry-Go-Round, dime slot; with or without horses or top. New or used monkey banners. Small cage wagons. Ringtail monkeys that wear clothes. Wild Animal Farm, Richmond Hill, Ga. mh26

WANTED—CALLIOPE, MERRY-GO-ROUND Organs, Coin Pianos, Hurdy Gurdys, etc. B. L. Williams, 8000 Conn Ave., Chevy Chase, Md. mh26

32 FT. MERRY-GO-ROUND—IN GOOD CONdition. Doc Schwartz, 112 West 43d St., Bayonne, N. J. mh26

HELP WANTED

CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum $3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: $1 a line—$14 per inch.

Forms Close Thurdays for the Following Week's Issue

AGENCY WANTED TO BOOK SENSAtional magic act during summer. Climax is escape from torture harness high in the air. Nothing like it. Contact the Amazing Mr. Strets, Tipton, Mo., at once.

GIRL AERIALIST — EXPERIENCE (ACcount disappointment); for high ladder act; top salary, long season. State all first letter; send photo. Contact Jerry D. Martin, 8312 Florida Ave., Tampa, Fla. ap9

PIANIST FOR COMMERCIAL COMBO—Playing good locations. Must read well and fake some. Good salary to right man. Contact Jimmy Overend, General Delivery, Hot Springs, Ark.

PIANO MAN—2 BEAT MICKEY, TRAVELing orch. Guaranteed salary. No characters. Others write. Rob Calame, 2107 N. 18th St., Omaha, Nebr. mh26

SECTION TENOR MAN—WANTED FOR midwest tenor band. Guaranteed salary. Travel by car. Contact Jess Gayer, 2023 N. Huston, Grand Island, Neb.

WANTED—SMALL ACTS, ALSO PITCHmen with clean merchandise. Hicksville Amityville Farmers Market, Box 359, Hicksville, N. Y.

WANTED—PIANO. GOOD SALARY; NO hotel expense. State experience. Wire or write Ronnie Bartley, 1611 City National Bank, Omaha, Neb.

AT LIBERTY—ADVERTISEMENTS

5c a Word **Minimum $1**

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thurdays for the Following Week's Issue

BANDS & ORCHESTRAS

AT LIBERTY—THE KINGSMEN COMBO. Seven-piece college combo desires resort or other steady summer work. Spectacular arrangements. Radio and TV experience. Ambitious. Kingsmen Combo, 2507 21st St., Lubbock, Tex.

LEAD ALTO OR TENOR, DOUBLE FLUTE, bass clarinet, jazz clar., baritone sax; play any commercial style and cut shows or other steady summer work. Spectacular arrangements. Radio and TV experience, and hotel work. Eddie Beau, 345 Winnebago Dr., Fond du Lac, Wis.

STEEL MAN—WESTERN SWING OR COMmercial; double rhythm; good vocal; age 26; married; sober, dependable; have wardrobe. Write or call 2-9667, 301 S.W. 1st St., Apt. 11, Miami, Fla.

TENOR, FLUTE, CLARINET—18 YEARS' experience. Bop or society tenor; bop flute, or symphonic; Dixie or symphonic clarinet. Prefer decent paying studio job; warm climate and minimum road work desired. Immediately available. J. M. Sharp III, 145 Highland Ave., Hamburg, N. Y. mh26

TENOR, CLAR., ALTO—COMMERCIAL band or combo. Good tone, reader, references, good appearance. Contact Ralph Hockaday, 729 Main, Manchester, Iowa. ap9

TRIO—ACCORDION, GUITAR DOUBLING banjo, violin doubling sax, vocals; have transportation; will consider all, everywhere. Tex Cooper, Lewisburg, Ohio.

WESTERN SWING TRIO — AVAILABLE June 1. Featuring steel guitar, Spanish guitar, vocals, organ with Leslie Speaker. Address Musician, 880 No. 36th St., East St. Louis, Ill. Phone: UPton 4-2240. ap30

WILL YOU HIRE GOOD SINGING PIANIST in her forties, good appearance, top entertainer; blues, old standards, comedy, Irish; union; will travel. Elsie Cooper, 5143 Downey Ave., Lakewood 11, Calif.

CIRCUS & CARNIVAL

CIRCUS BARITONE AVAILABLE NOW—Union, experienced, sober and reliable. B. M. (Doc) Clare, Box 418, Pleasant Hill, Ill. Ph. 2851.

PROF. G. W. ESTINE, EXPERIENCED Fire Eater, Carnival and Circus Medicine Man Show. Also a Ventriloquial. 304 Lewis Ave., Brooklyn, N. Y. Phone GI 5-7604. ap2

MISCELLANEOUS

AT LIBERTY—LITTLE CHIEF WHITE Eagle. Indian herb specialist. Can handle any Med. Show; make my own bally and lectures. Can also handle Snake Show, At. Show, or Side Show. Will go anywhere. Write or wire Little Chief White Eagle, 112 E. 3d St., Los Angeles 13, Calif. mh26

BARTENDER, COUNTER MAN FOR CONcession for carnival, circus, fairs, tavern, or what have you? P. O. Box 1587, Hollywood, Fla.

HYPNOTISM — FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. se17

MOVIE OPERATOR — HAS COMPLETE Road Show outfit, everything the finest. 16mm. high-class features. For full particulars write D. J. Goff, Prosperine, Mo. ap16

VARIETY STAGE SHOW OF 4 OR 5 PERsons in magical illusions, dance and vaudeville. Talented, beautiful costumes, fine equipment and priced to fit your occasion. Wright the Magician, Casey, Ill. my14

MUSICIANS

A-1 ORGANIST—NON-UNION; FOR COCKtail lounge or rink. Address Organist, 203 Grove St., Charleston, S. C. ap9

ACCORDIONIST — EXPERIENCED FOR bar, hillbillies, combo, or ? Consider all offers. Thousands memorized. c/o Nowaki, 1718 Thomas Place, Fort Worth, Tex.

DUO—FEATURING ACCORDION, GUITAR; doubling bass. Vocals. Will consider all offers, everywhere. c/o Walter "Sparky" Hughes, Cranberry, N. C.

DUO DOUBLING ACCORDION, GUITAR, bass, fiddle, vocals, wash-board, novelties, comedy. Willie "Coot" Barfield, 108 LaFayette St., Dayton, Ohio.

EXPERT STEEL GUITARIST AND TEACHer desires position teaching or playing or both. Beautiful Hawaiian or Western style; original. Musician, 900 Shoemaker Ave., West Wyoming, Pa.

HAMMOND ORGAN AND A-1 ORGANIST for you. Makes your business a pleasure! Location only. Most reasonable. Box C-182, c/o Billboard, Cincinnati 22, O. mh26

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MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St.
Cincinnati 22, O.

Adams, Dewey
Adams, Wm.
Alexander, Chas.
Allen, Chas.
Allen, Roy
Ancil, John O.
Anderson, Bob
Anderson, Sadie
Andreano, Frank & Eva
Armand, Bill
Armstrong, Hazel
Ashley, E.
Atkins, T. E.
Austin, Mrs. Winnie
Ayers, Mrs. Homer (Millie)
Baker, Harold
Baker, James M.
Baker, Mrs. Ruth A.
Banks, Howard C.
Barlow, Penny
Barnes, M. & Mrs.
Barnett, Robt.
Barnhill, K. & Ena
Bartstrom, Mrs. Catherine
Barton, Kid (Lewis)
Bates, Shirley
Bealrd, Elbert Lloyd
Beck, Robt.
Bemani, Conley
Best, Dick
Best, Dick Charles
Bernstein, Harry
Billerd, Mrs. Ann Goforth
Birch, Ernie (Clown)
Blake, Demond Tex
Bloch, Dr. (Hypnotist)
Bloom, Jimmie (Arcade)
Bluestein, Morris
Bluestein, Sam
Boatman, Sam
Bogden, R. M.
Bohlander, Boots (Rides)
Boone, Eugene Pershing
Borelli, James Francis
Bowtinghorker, Lucas
Brady, L. P.
Braimer, Red (Tattooed Man)
Bromell, Frank L.
Brooks, A.
Brown, Carl L.
Brown, Pitzy
Brown, Robt.
Brown, Rudolph
Brunk's Comedians
Bryer, Ollie
Budd, Charlie
Buffington, B. S.
Buffkin, Emmitt
Burdge, Michaels A.
Bush, W. A.
Bybee, James Henry & Mattie
Cale, Frank
Cain, Guy W.
Caldwell, Geo.
Cane, Mrs. Lue
Carlin, Nell (Concessions)
Cecil, Herbert Lamar
Chirskell, James
Christensen, Mary
Christian, Arthur L.
Christy, Capt. Eugene
Clark, Joe L.
Cole, Geo. (Ferris Wheel)
Collins, Tex Slim & Mrs.
Compiano, Hazel
Cooper, Charlie
Cordery, Jean
Courtney, Art & Mrs.
Crabb, Harold L.
Cruze, Lawrence C.
Cycles, Bobby
Dale, Wm.
Danovich Jr., Dan
Davidson, James
Davis, Harry E. (Daedy)
Davis, Harry L.
Davis, Mrs. Mina
Davis, Vick
Dearo, Bert & Corinne
DeClsare, Pete
Delbert, Ed
Delsno, Pvt. Buddie J.
Dimock, Kenneth
Dingee, Lester A.
Dixon, Dick
Docen, Clerence
Domer, Clyde
Donehoo, Frances (c/o Mrs. Josephine Stuiber)
Dorsay, Dara (Helen Johnson)
Drake, Bob V.
Duane, Bino (Aerial Act)
Dunn, David B.
Eddies, Harry
Edwards, C. L.
Ellis, Buster
Ephriam, Millar
Errett, Raymond
Evans, Johnny (Rug House)
Ewing, L. C.
Fain, Lynn (Jack)
Farrell, Edw. P.
Farrell, Thos. R.
Fay, Jimmy
Felmet, Bob
Fenner, Roy & Mrs.
Ferris, Zack
Fisher, Geo.
Fitzgerald, Daniel F.
Flager, Geo.
Flake, Mrs. James (Mildred)
Florida Exposition
Flower, Mildred
Foley, John J.
Fowler, Curt J. & Shirley
Frame, Harry (Frame's Greater Show)
Franklin, Fred
Frawley, Dennis C.
Friarson, H. L.
Furgeson, "Dynamite"
Gable, Jos.
Gann, Bill & Alice
Gaudreau, Duke
Gentry, Mrs. Dorothy
Gibson, Glenn G. & Wanda L.
Girouard, Anthony
Goodwin, O. L.
Goulde, J. E.
Griffin, Mrs. Doris
Griffin, Lloyd
Groffo, John
Guthermae, Eddie
Hackett, E. J. & Mrs.
Hall & Leonard
Hall, Earl Emerson
Halstead, Arthur
Hamilton, Bobby
Hamster, Jimmie
Hampson, Chas.
Hand, Leonard
Harbin, Mrs. Pat
Harr, Geo.
Hazelwood, Howard
Hemphill, Matthew
Henderson, Ruth
Hendricks, Harry & Anea
Handy, Mrs. Roseanna
Hiett, Johnny O'Hara (Deep Sea)
Hildebrand, Mrs. Jeanette
Hitchcock, Ernest Victor
Holden, Edw.
Holden, Tommy (Auto Thrill Revue)
Horton, Robt. & Mrs.
Houston, Lee
Hoxie, Bill
Hunt, Bill
Husted, Sherman
Hunt Jr., Al (Whitey)
Hutchison, Ellsworth
Hutto, Malcolm (Hammond Organist)
Jay & Cee
Jeter, Joyce
Johnson, Mary Jane
Johnson, Sadie
Johnson, Mrs. Pat (or Mrs. Pat Terrell)
Johnston, W. G. (Bill) & Mrs. (Cook House)
Johnstone, Ralph
Jones, Percy (Jones United Show)
Jones, W. D.
Kean, Frank O.
Keen, Gerald R.
Kelly, Mrs. Vera
Kendall, Mr. L.
King, Art
Kirk, Homer
Knorea or Kanuva, August
Knight, Della
Krause, Fred & Edilyn
La Mont, Harry
Lamb, J. M.
Lamon, Harry
Lane, Sheri
Langley, Eddie
Lanty, Jack
Leboeuf, Mrs. Hazel
Leboeuf, Ovila
Lee, Clare
Lee, Coleman
Leitus, James L.
Lewis, Nate
Lewis, Robert E. & Mrs.
Littlefield, George
Lyetton, Lou
Mac Colley or Mac Calley, Mrs. Billie D.
Mac Lennon, A. D.
McAffee, Beverly Penny
McGarry, Ace
McGovern, Roy
McMillon, R. J.
McNeely, Doc B.
McSpadden, Richard M.
Mack, Bill
Mack, Robert L.
Mackay, Wm. G.
Malanga, George
Mallman, Hugo & Mrs.
Marcus, Red
Marder, Phil
Martocio, Chas.
Mason, Mrs. Harry (Pearl)
Mathews, Henery
Maxello, John
Mellon, Joan A.
Mikloiche, J. & M. A.
Milan, Alan
Miller, Donald
Miller, John
Millette, Louis Armand
Mills, Jimmy (Billie)
Misurac, John
Mitchell, Taddie
Montalio, Mrs. James
Moore, Steve
Morgae, Gus
Morgan, Pvt.-2 John W.
Morris, E. C. & Barba
Murphy, E. J.
Murphy, May Maggie
Murphy, B. P.
Murphy, Robert L.
Nabor, Daisy
Naniazca, Dollie
Naniaaca, Elodia A.
Negovam, Dan
Norton, G. L.
Nott, Ellen
O'Connor, Betty
O'Connor, John J.
O'Day, Duke
O'Flathery, Marie (Gurenett)
O'Neill, Patricia E.
O'Rieley, Mrs. Mickey
Oliver, Fred
Oliver, J. L.
Omahundreo, Smiley Joe
Osborn, Mr. (Friday)
Pack, J.
Page, J. C.
Page, J. (Zorilla)
Pagel, Bill
Palfrey, Stanley
Parker, Miss Lee
Pawling Circus Co. (John Pawling)
Pellon, Vera
Perry, Chuck
Perry, Freda
Pippin, Edward
Pitzer, Wm. & Mrs.
Pollard, Mrs. Hazel
Popper, Herb
Porter, Al
Potter, Northam S.
Pravo, Mrs. Babe
Price, Edna
Pykula, John
Raisbeck, John A.
Rauns, George
Raye, Talla or Wm. Smith
Reilly, Charles E.
Rendell, Mrs. Jo Ann
Reynolds, Joyce
Rhodes, George (Dusty)
Richardson, John
Riddick, Johnny
Riitre, A. L.
Robinson, Andrew
Robinson, Paul
Robinson, William P.
Rogers, Wm. Conray
Rosenfield, Mrs. Sol
Ross, J. B. (Brit)
Rosse, Mrs. Carol
Royal, Lucien Garrald
St. Leon Sr., Mrs. C. (Kaye Bros.' Circus)
Sadler, Gene
Scatton, Sammy
Schue, Jack & Mrs.
Schulz, Thomas A.
Scott, Ruby
Scott, S. W. F. (International Shows)
Seifer, H. L.
Sharp, Charlie Charlton
Shaw, William
Shelford, Mrs. Ollie D.
Shirose, Sam
Shuster, J. B.
Siever, Otis B. (Pappy)
Slay, Howard
Smith, L. P.
Smyth, William Arthur
Snyder, Vic
Sowden, Jack
Spallo, Ruth
Spears, Joe
Spitzer, Harry
Spot the Spot
Stanley, Louis R.
Starr, Gilda
Stael, Eddie
Stevens, Bob (Concessionaire)
Stuiber, H. G.
Suggs, Leo
Swain, Sam L.
Swank, Harry
Swartz, Dick
Templeton, Ralph E.
Tezhon
Thompson, Guy B.
Timberlake, Billie
Tolbert, Henery (Hank)
Toler, Clyde H.
Towner, Tom
Tubbs, Jim
Uknis, Joe
Ulseth, Norman
Uncle Joes Amuse. Co.
Usher, Pats
Vanmeerten, Richard
Verdier, Louise
Volin, Bill
Wain, Col
Wall, Tom
Walloce, Eddie
Waugh, Leo Russell
Ward, Bill
Wellner, Joseph E.
Westcott, Jack
White, Michael R.
Whitmore, Frank
Whitney, Joe
Will, Clyde
Williams, Carl
Williams, Earl
Williams, Johnny M. (Monkey Show)
Williams, Lawrence W.
Womble, Buddy
Wilson, T. M. & Mrs.
Woods, Jimmy (c/o Dolly Jacobs)
Wright, Buddy
Wright, Jimmie
Zomp, Paul P.

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De Arond Jr.
Deschaines, Gerald
Emond, George
Evans, E.
Feranzo, Jimmie
Forman, Ben
Greensburg, Joel
Greves, Ward C.
Hale, Zack or Jack
Healey, Alfred J.
Hughes, Allan
"Colonel" Jeffreys
Kay, Paul
Kellogg, Guy
Kirchoff, Mary E.
Klein, Seymour
Krassner, Danny or Daniel
Logan, Scotty
Maxwell, Chas.
Mellon, Joan A.
Paige, Eddie & Norman
Reynolds, Rae
Richard "The Great"
Semma, John
Parker, Dettie
Shelverton, Norman Paige
Tommendale, L. K.
Uwanawich, John
Van Hoover, Marshall
Viado, Bob
Wenddle, Blackie
Wolfson, A.
Wright, Wilbert or Will

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Allen, Frank
Anderson, R.
Arturo, Wolf
Bowen, Roy
Claire, Hans
Clewis, John
Dobres, William
Frekler, Joe
Glasser, Ben
Hamilton, Ethel
Hanson, John
Harris, Jimmy
Harter, Lewis
Jolstead, Robert
Kellams, Happy
Kiline, Charles & Peggy
Klippel, Jack
Knapp, Jimmy
Lumsden, Robert
Niemeyer, Joe
Mellon, Joan
Muto, Frances
McWilliams, E. C.
Niles, Norma
Raymaid, Matthew
Richard, Martin
Shannon, Scott
Soper, R. L.
Stearns, Blackie
Stutz, Jim
Velrano, Peter
Zeyler, Eleanor

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390 Arcade Bldg.
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Parcel Post

Rush, Roy, 7¢
Dallman, Walter, 12¢

Ackley, James W.
Adams, Bells Dona
Albert, E. J.
Anthony, Korine
Armstrong, Bob & Short Stack
Baker, D. C.
Bales, Pete J.
Ballene, Jack
Ballard, Jerry
Barnes, Gary Lee & Ronny
Bell, Paul
Bennett, Mr. & Mrs. Charles
Bennett, Sam W.
Bernard, Bill
Boudreau, Gil
Buler, Patricia
Burge, Lloyd
Bybee, Mrs. Mattie
Byerss, Paula
Camara, Raymond
Cantrell, Dean (Slim)
Carl, B. E.
Carpentre, Walter E.
Chisholm, Dave
Clark, Vaughn S.
Creighton, Mamie
Crowell, Harold W.
Dati, Bill
Dallman, Walter
Darnell, Ricky
Davidson, Mr. & Mrs. James
Davis, Mr. & Mrs. Leslie H.
Davis, N. E.
Demetro, Steve
Dennis, Jack W.
Dukes, Mrs. Pat
Eagle, Chief Ed
Evans, Evan Milton
Farmer, Roy Odell
Foster, Gene Charles
Finley, Evelyn
Fishnr, Earl
Fox, Mrs. William Robert
Freeman, Hershal
Frenzel, Mrs. Thelma
Forster, Mrs. Mary
Fry, Mrs. Marion
Fultz, Charles
Fusco, Peter F.
Gibbons, Arthur
Gillmore, Mr.
Goad, Nadine
Good, Buyrl
Greves, Floyd A.
Gray, Lewis Calvin
Green, Gloria & Dan
Grutel, Jack
Hager, J. R. (Speedy)
Hall, Edward T. or Forlstte
Hall, Clinton Cameron
Hall, Ward
Hearn, Mr. & Mrs. Brownie
Higgs, Mr. & Mrs. L. M.
Harper, Gene
Hutzell, Waller Lewis
Kahle Jr., Mrs. Charles
Kaus, Mrs. Marie
Kelly, Eugene
Kinney, Phyllis
Kirkhart, James P.
Knight, Della
Krager, Walter
Leslie, Capt. Guy
McClure, Harry
McDaniel, Norman Lester
McLendon, Leon
Martin, Rull
Martin, J. M.
Meisser, Burton
Mellon, Joan A.
Meyers, Roy
Miller, Cole B.
Miller, John P.
Morsno, Geraldine
Morgan, Mrs. Katharine
Mundy, Red
Nolte, Irwin E.
Oneil, Edward Louis
O'Neil, Pat
Parrish, Mr. & Mrs. Dick
Peterson, Paul & Shirley
Ramsey, Mrs. Mark
Randall, Dan P.
Resam, Mona
Richardson, Dave
Rittar, Johnny
Robinson, John
Rose, Louis
Rothwaka, Edward
Ruse, Mrs. Carol
St. John, Roman
Sandusky, A. O.
Schooley, George
Seely, Wm.
Servia, Edward P.
Shadel, Dick
Snook, Albert
Sokotowshi, P. V.
Spalding, Else S.
Stacy, Woodrow
Stanley, Robert
Starr, Hedy Jo
Starnes, Lucky Marion
Staley, Loren E.
Stephens, Mrs. F. O.
Sulzinser, Mrs. J. W.
Wacker, Mr. & Mrs. Thomas J.
Ward, Dennis
Warren, C. R.
Wasko, Mr. & Mrs. George
Watson, Fred
Weist, Bing
Westover, William E.
Whalen, Thomas
Willis, Tomas
Wood, Smokey
Yeley, Lester

Dallas Fems

• Continued from page 33

rules of order and standing rules. These necessary changes will be drawn up and presented to the membership for further study before they are finally okayed.

In the absence of President Beth Anderson, Mildred Taylor, vice-president, was in the chair at the meeting. Grace Tinder, secretary, handled her chores as well as Treasurer Pearl Vaught's, who was out of town.

Bette and Bob Harris and Martha and Chuck Moss are back here from Florida. Milly and Fred Hudspeth returned to San Antonio after spending a few days in Dallas.

MIDWAY CONFAB

• Continued from page 35

Marshall suffering several broken ribs. Mrs. Green was uninjured. When they arrived home they found their office had been burglarized. Missing were a typewriter, adding machine and some show pictures that had been hanging on the wall.

J. C. (Jimmy) Donahue, veteran staffer on Amusement Company of America Shows, underwent surgery Monday (14) in Chicago and was reported doing well. Donohue came to the Windy City from his Charleston, W. Va., home for the operation. . .. **Bud Birchman**, ride superintendent of Royal Midwest Shows, recently left the org's Findlay, O., winter base with a crew to pick up some of the show's gear that has been stored in the South.

Neil and Cathy Burdick, of Burdick Greater Shows, report from Temple, Tex., winter quarters that equipment is being whipped into shape and a number of new faces are expected to be on the roster this year. Recent visitors to the base included **Mr. and Mrs. T. J. Tidwell** and their son; **Mr. and Mrs. Albert Emsweiler** and **Mr. and Mrs. Dixon**.

Walter D. Nealand, Marks Show publicist, reports that be has been doing some free lance publicity, radio and TV work in Richmond, Va., during the winter. **Henry P. Halder**, show secretary, spent the winter as an accountant with a firm in Richmond, his home town. **Harry Frank**, former cook house operator with the Marks Shows, plans to tour again this season. He is co-owner of the One Minute Lunch cafe in Richmond, a popular hangout for resident and visiting show folks.

The hobby of **Mrs. John H. Marks**, wife of the show owner, was exploited with a story and illustration in the Sunday (13) Richmond Times-Dispatch. The picture showed Mrs. Marks and her friend, **Mrs. F. E. Gleach**, at work doing ornamental enameling on copper and silver. Reference was also made to Marks' coin-collecting pastime.

After finishing his winter publicity and promotion for the Blue Grass Shows in Florida, **Harry Wilson** was en route to join Amusements of America in Florence, S. C., with his wife, **Peggy Wilson**, when their trailer nearly caught fire. A tire started to blaze but the flames were extinguished before catching the trailer. Owner **C. C. Groscurth** and secretary **Morris Stokes** of Blue Grass were accepted into the Masons in Ocala, Fla., during the date there.

Frank W. Peppers writes from Chatom, Ala., that his Alabama Amusements had a fair opening at Bayou La Batre, Ala., despite strict observance of the Lenten season there. Org opened with four rides and about 20 concessions, most of which are office owned and operated. Plans are to add several shows later for the fair season. The show is playing a return engagement at Flomaton, Ala., this week, set up on the streets. Visitors at Bayou La Batre included **Roy Dickinson, Hattie Wagner, S. A. Ratliff, Johnnie Adams** and **Walter B. Fox**.

L. A. (Bill) Dollar, one of the few active, old-time agents, cards from Birmingham that he has been keeping busy in schools in that territory with his Monkey Circus, while at the same time giving **Byron Gosh** an assist with his indoor circus. . . . **Bobbie Sickels**, well-known agent and adjuster, who has been booking some early spring dates for the John R. Ward Shows, will soon join the Peppers Shows in a like capacity to fill the vacancy created by the resignation of **Larry Schaff**, who has announced his retirement because of ill health.

Kid Drifty, of the Gay New Orleans Revue, will report from South Carolina to the Virginia Greater Shows quarters in Suffolk, Va., soon where he will take over the show's Colored Revue. . . . **Johnny Gambino** and **Pete Catalina** will check in from Miami to ready their two Girl Shows and grab joint.

New members of the National Showmen's Association are **Art Zurrillo**, sponsored by **Morris Vivona**, and **John J. Fitzgerald Jr.** and **Jesse J. Sandar**, both sponsored by **Morris Batalsky**. Member **Henry Kaufman** flew south recently to recuperate from a recent illness.

Bernie and Marie Smuckler, veteran ride operators, have booked a park in Prichard, a suburb of Mobile, where they will operate a Ferris Wheel, Chairplane, kid rides and concessions. The Smucklers will also operate Highland Park at Meridian, Miss., for the fifth straight year with eight rides and a number of concessions.

Lucille and Dick Reiley have booked their snow cone concession and Snake Show with Tivoli Exposition Shows. . . . **Joe Stevens**, who recently went to Dallas to pick up a new semi, reported a big week with Moore's Modern Shows in Odessa, Tex. . . . **Marvin Kirksey**, Tampa, visited friends in Miami recently, according to **Clarence Shaw**. . . . **Ted Williams** cards from Augusta, Ga., that he is visiting **Harvey P. Drew** and family there.

Joe V. Palmer and wife, **Nell**, Crystal Beach, Ont., took in the Toronto Sportsman Show recently. The Palmers, who are staying with **Mr. and Mrs. Milton Jory** while in Toronto, leave for Crystal Beach April 20 to open their stores. . . . **Red and Florence Cundiff** and family are preparing to leave Miami for quarters of Merriam's Midway Shows in Ogden, Ia. This will be the sixth season that the family has operated the cookhouse on the show.

Scully DeLuccia has sold his Belle Isle home on the outskirts of Miami Beach, Fla., to **Phil Isser**, of the F. T. Shows, and will leave for Luna Park, Naples, Italy, as soon as the deal is closed, reports **Bob McCarthy**.

Jeanne Adair left for Hollywood. Renee Cordon is recuperating at home following surgery. Her sister and brother-in-law, Zelda and Colin Boger, are back here after service with the Army in Germany. Ida Smith's father underwent surgery. Eddie Vaughn is ill at the Veterans' Administration Hospital. Vernon (Pop) Smith is on the mend in Doctors' Memorial Hospital in this city. Membership was saddened to hear of the death of Chet Wilson's brother, Clarence. Ketta Lindsey proposed the club sell greeting cards with proceeds to go to the general fund. Robbie Ponton was appointed to take the chairmanship of the project.

R-B Advance

• Continued from page 38

photos of the past look like puny herds in comparison. Grouping the elephants involved considerable patience and time.

The dress rehearsal this year on Tuesday (29) won't get under way until 10 p.m., one hour after the scheduled ending of the nationally televised program featuring live excerpts from the performance. General Foods will pay the Big Show $100,000 for the privilege which scripting indicates will involve about 30 minutes of actual circus performance.

Circus personnel figures the television program to help rather than hurt the circus since only enough of the performance will be shown to whet the appetites of home viewers. About half the program will be devoted to backstage interviewing. John Daly, famed ABC-TV commentator and star, and circus prexy John Ringling North will handle the mike.

The Garden's frontage on bustling Eighth Avenue will be put to more use than in the past. A neon clown's head with a twinkling nose measuring some nine by five feet will be erected over the marquee next week. This unit, and perhaps others, may be toured in advance by the Big Show for the purpose of selling Main Street strollers in the hinterlands.

Knoblaugh will additionally entice the interest of editors this year with a press book having a brilliant four-color cover featuring a tiger's head.

CLUB ACTIVITIES

• Continued from page 30

curth, Vernon Korhn and Harry Julius.

George Ringlin reported the sick list included Tony Van Eyck, Charles Odar, Otis Seiver, Al Mercy, Mary Cain, Francine Jones, Jessica Rodgers and Mrs. Lloyd Serfass.

Joe Sciortino reported the club's paid-up members totaled 752. He urged them to take membership applications on the road this season in an effort to reach the 1,000 mark by the end of '55.

Plans for Saturday (19) dance and annual hit-the-road party were reported by Irish Gaughn. A covered dish supper and entertainment will be features of the evening. A picnic is scheduled for March 27 at Ralston Beach, with members bringing their own basket lunches. Bob Florio, a club member who owns the spot, has lined up entertainment including contests for men, women and children, boat races and water skiing.

C. J. Sedlmayr Sr., was welcomed back from his California jaunt and reported briefly on his experiences on the TV network show, "This Is Your Life."

It was reported the last payment on the house next to the clubhouse has been made. The meeting closed with a luncheon for the 103 members present.

THE BILLBOARD is the only trade paper covering the general showbusiness field with an audited paid circulation.

Beatty Show

• Continued from page 38

North Hollywood and Van Nuys. After the last named city, show moves up the Coast route to either Ventura or Oxnard, then Santa Barbara, Monterey and other spots.

After playing the San Francisco Bay area, the show will cover Central California, going south to Merced or Madera to tie-in with the dates played earlier.

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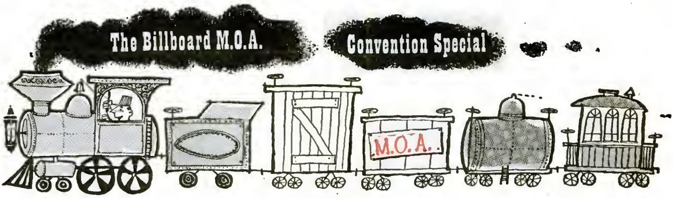


M.O.A. CONVENTION

FEATURING 8TH ANNUAL JUKE BOX OPERATOR POLL

contents

Editorial—Key Issue at MOA Meet: Copyright Legislation 147
Background Music: Challenge and Opportunity .50-51
Juke Box Bonanza: World Market Boom 52
Juke Production Edges to Record 54
Showroom on Wheels 54
Programming That Clicks 58
1954: Juke Box Year in Review 62
Cracking Plush Locations 64
The Art of Sound Employee Relations 64
Eighth Annual Juke Box Poll 71
Juke Box Distributor List 84
All-Time Juke Box Favorites 86
1954 Juke Box Favorites 86
MOA Exhibitor List 86
Record Distributor List 89
One-Stop List 84
Music Popularity Charts 98

Eighth Annual Juke Box Operator Poll

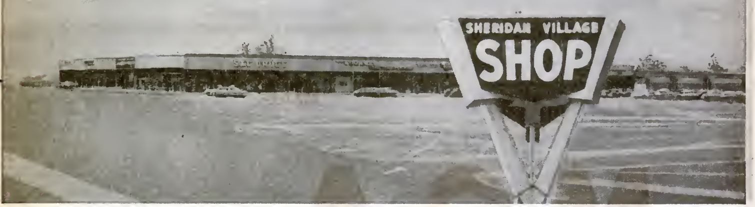
PART 1: TRADE ASPECTS

Is operating your full-time occupation? 71
How many juke boxes do your currently operate? .. 71
Are you currently offering any form of background music 71
Do you operate types of coin machines other than music machines? 71
If you operate types of coin-operated equipment other than phonographs, please check as many as apply 71
On the basis of interest and investment, do you classify yourself primarily as a music operator? .. 71
Excluding the owner, we employ the following number of people in our juke box operation 72
Are you a member of an active juke box operator association? 72
Of the total number of phonographs on your route, what percentage did you buy since 1950?. 72
In addition to your juke box route, do you also operate any other type of business? 72
If you operate any type of business in addition to your juke box route, please check all that apply 74
Of the total number of phonographs on your route, what percentage are 80 selections or more? 74
Of the total number of phonographs on your route, what percentage play 45's? 74
Do you currently operate any of your music equipment on dime play? 74
Please check the type of commission arrangements you use when installing new equipment.. 74
To maintain your route in A-1 condition, what percentage of your music equipment do you believe you should replace each year? 74
For the past 12 months, what has been your average weekly share of the gross collection per machine? 74
What percentage of your weekly gross do you spend in salaries and wages? 74
How do you pay your employees? 76
Do you offer any of the following employee benefits? 76
Is your music operation free from debt? 76
If your operation is not free from debt, are you having any difficulty in meeting payments when due? 76
What percentage of your phonographs are in taverns? 76
On the basis of earnings, what are the three top types of music locations on your route? 76

PART II: OPERATOR ASPECTS

Where do you buy most of your records? 76
How do you buy most of your records? 76
How often do you add new records to your boxes?. 78
How many records do you add to your average machine each time you change records? 78
Who buys your new records? 78
Which three of the following sources of information are the biggest aids to you when buying records? 78
Of the chart material available to you in trade papers and from other sources which are the most valuable? 78
Are you currently using more, less or about the same number of records as last year in these categories? 78
Which day of the week do you buy most of your records? 80
What were your top money making records during the past 6 months? 80
Who are the favorite artists or bands in your locations? 80
Which new artists or bands have the best chance of success in 1955 in your opinion? 82
To what extent do you use printed title strips (do not include typewritten strips as printed ones)? 82
(If you use printed title strips) What per cent of the printed title strips you use are received free from manufacturer, distributor or other source? 82
Are you using any EP records on any machines? .. 82
If you use EP's are they on dime or nickel play? .. 82
Music Popularity Charts 98

BACKGROUND MUSIC: Challenge



EXTERIOR VIEW of Ludlow's restaurant, North Hollywood, Calif. Continuous music system is used for main dining room, with juke box supplying music for coffee shop, small dining room and drive-in section.

STEWART LUDLOW, owner of Ludlow's restaurant, North Hollywood, points to ceiling behind which is Lansing speaker. All wiring and speakers for continuous music system are concealed. Those in small dining room may be cut off after dinner hour for juke box music.

CONTROL ROOM for wired music operation of Peoria Telematic Company, Peoria, Ill.

BACKGROUND music supplied by Magnecord, Inc., tape equipment in Dunlap Hotel, Jacksonville, Ill., largest hotel in town. Operated by Jim O'Hare Novelty Company, Beardstown, Ill.

JUKE BOX SUPPLEMENT

New Types of Equipment, New Types of Locations

By JIM WICKMAN

Like the transition from yesterday's one-sided disks to today's long playing high-fidelity records, background music is undergoing radical changes and in the process is opening a new door of revenue to juke box operators.

Within the past few years, at least a dozen firms have entered the background music picture, each with a new improvement for the field.

Tape recorder manufacturers introduced portable equipment capable of playing long hours of continuous music with units designed and priced to fit a music operator's needs and budget.

Tape Library Variety

Magnetic tape manufacturers began concentrating on pre-recorded and pre-programmed tapes. The variety of tape libraries available to music operators for factories, restaurants, funeral chapels, private offices, etc.—grew by leaps and bounds.

All major record companies began eying the use of magnetic tape. RCA Victor and Capitol Records arranged with Magnecord, Inc., and Magnetronics, respectively, to put their music on tapes for background music use.

Juke box manufacturers also began watching the field of background music. Seeburg has launched a background music system using its own music library consisting of an estimated 7,000 records.

And the improvement of records—the wide acceptance and variety of LP's and EP's now offered—combined to help change the appearance of background music.

Ops Pioneer

Music operators, whose business was once mainly in restaurants and taverns, began installing background music units in locations that wanted music but were either unable or unwilling to use a juke box.

Virtually every retail store, factory, cocktail lounge, drugstore, office building and institution became a potential customer. Music operators sold background music to employers, pointing out that work output would increase, and to retail owners, showing how customers were more receptive to buying when music was used.

Altho the trend to background music is just getting underway, many operators have already found that this supplement to their juke box routes offers a steady income with which to cut overhead costs.

On this page are a few of the types of equipment in use by music operators handling background music and also a sample of the kinds of locations being serviced.

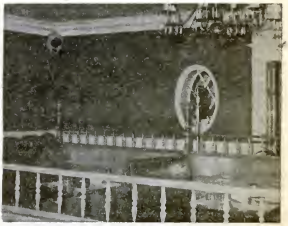
MEDICAL ARTS BUILDING, Peoria, Ill., equipped with wired music in all rooms, newest building in Peoria area. Equipment operated by Peoria Telematic Company, headed by Charles Sisney. Forty-speaker installation.

ARCHITECTURAL firm of J. Fletcher Lankton & John N. Ziegler, leading architect in Peoria, Ill., equipped with wired music in drafting room and general offices. Operated by Peoria Telematic Company.

and Opportunity

SHERIDAN VILLAGE SHOPPING CENTER, PEORIA, ILL., equipped with wired music. Instelletion includes 35 speekers pleced 30 feet epart under the canopy which runs the length of the center, speekers placed on parking eree light poles and speekers inside the stores. Outside system powered with two 70-watt amplifiers. Pole speakers can be used as public-address system elso. Opereted by Peoria Telematic Company, headed by Charles Sisney.

ALEXANDER SHIRT COMPANY, LOS ANGELES. Continuous music instelletion opereted by Minthome Music Company, Los Angeles.



INTERIOR VIEW of McDonnell's Plantetion shows one of four tear-drop speakers used in eech of the four comers of mein dining room et ceiling level.

BRISTOL-MEYERS PLANT, Hillside, N. J., employing 1,200, is biggest wired music location opereted by World Wired Music, division of Runyon Sales, coin machine distributor and AMI, Inc., outlet in New York and New Jersey. Location uses 139 speekers. Speakers, seen on poles, are spaced every 50 feet thruout the building. World Wired has had location seven yeers. (See story on World Wired elsewhere in this issue.)

EXTERIOR VIEW of McDonnell's Plentation, South Gate, Calif., resteurant. Continuous music supplied by Seeburg 200 Select-O-Metic in main dining room. Music in drive-in end bar supplied by juke box. Opereted by H. A. Butchart, local phonograph operator.

VIEW OF GENERAL OFFICES of Great Central Insurence Company, Peorie, Ill., equipped with wired music thruout the entire building. Large trumpet speakers instelled outside used during holiday seasons. Opereted by Peoria Telematic Company.

PICTURED IS living room interior of one of some 570 new homes in the Detroit suburb of Westchester Villege, showing built-in custom unit Seeburg 200 Select-O-Metic hi-fi unit which Is standerd equipment. Result of a $450,000 contract between Music Systems, Inc., Detroit, and Garling Construction Company.

TYPICAL DINER—crowded for space—makes use of Rock-Ola Hide-ewey unit. Opereted by Frenco Distributing Company, Montgomery, Ala.

JUKE BOX BONANZA: WORLD MARKET BOOM

Juke Becomes New Part Of an Old Way of Life for Millions of World's People

By KEN KNAUF

THE JUKE BOX—once strictly an American institution—is in 1955 a familiar part of the scene in at least 40 nations of the world.

The U. S. juke box is bringing "the music you want when you want it" to millions around the world.

Overseas shipments of American-made jukes nearly doubled last year for the sixth consecutive year to hit a new all-time high in dollar volume of $10 million.

Altho the accompanying charts graphically illustrate the steady yearly increase of U. S. juke exports, and the top juke box markets for the last four years, they tell only part of the story.

The most fascinating part is how the juke box has become a new part of an old way of life in many countries.

Way of Life

In many foreign countries the juke box is more than just an entertainment medium. In these countries, it represents the American people and their way of life, and, thru the juke, these people are able to enjoy part of that way of life—the pleasures of recorded music. American tourists and U. S. Armed Forces overseas have done much to "sell" the juke box.

In still other countries, the juke is blended into the native life, its operation changed to suit the surroundings and habits of the people.

But all countries have their own problems which directly affect juke box operations. In South America, for example, electricity is rare outside major cities and jukes are usually sold together with small electric generators. About 20 per cent of Mexico's juke boxes are operated this way. One Mexican entrepreneur even rents out generators for use on jukes for the stiff fee of $50 for three days.

Potential Market

A big potential market exists in most South American countries, but the problem is scraping up enough dollars to pay for the jukes.

Significantly, tho, despite this problem, juke boxes operating in South America today are at an all-time peak and continue to increase.

In Northern Venezuela, where laborers make good money and the dollar exchange is available thru the iron and oil economy, juke boxes are easily marketed, altho prices are very high.

Import restrictions clamp down on juke trade in some countries. Jukes in Argentina, for instance, are limited in number because they cannot be imported from the U. S. or Germany. According to O. O. Mallegg, Chicago exporter, if the Argentine market was freed of restrictions, it would become a bigger market than any other except Brazil. If Brazil would open to U. S. jukes, trade to South America would double, says Mallegg.

Coffee Price Drop

Coffee is King in Brazil and the economy depends on the price of this product. With coffee prices dropping, juke imports are out—as at present. Colombia juke imports were also shut off with the drop in coffee prices, squeezing dollar exchange. Nicaragua and Cost Rica juke markets are expected to close for the same reason.

Thruout Latin America, juke box play is a perfect companion for the native enthusiasm for dancing. Outdoor dancing to juke box music is the rage in San Jose, Guatemala, where fiestas last from Friday thru Sunday night. The "dancehall" consists of a landscaped area fenced off by shrubbery, where about 50 couples can dance.

The juke box is placed behind the shrubbery and hooked up to a generator. Some half-dozen such fiestas take place in San Jose every year. Colorfully dressed couples pay a dime a dance to collection men who operate the concession.

Depths of Africa

Native enthusiasm for juke box music is not restricted to Latin America—it is evident in the depths of Africa. In Basutoland, near the southern tip of Africa, one enterprising native "operator" bought up about 50 records of African tribal music and visited the neighboring tribes playing the music on a juke box. He made little in cash takes, but always walked off well paid in stock animals and other native merchandise.

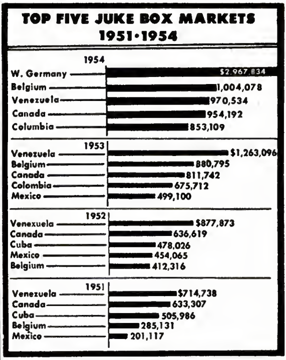
A number of European countries have taken to manufacturing their own juke boxes. Among these, Germany has already produced high quality boxes, and is exporting them to other countries. Denmark, also, has its own product. Plans are forming in England to manufacture United States juke boxes under a strict licensing system running under 10 per cent of sales.

The majority of juke boxes shipped to Germany are now shipped disassembled. Four-fifths of the jukes must be broken down in this way under a new trade arrangement. These disassembled units are shipped to licensed distributors in Germany.

Belgium Assembling

Juke boxes are similarly shipped to Belgium, where they are assembled, stocked, and sold to Germany, France and other European countries as a Belgian product. Spare juke box parts are stocked in Belgium, where repairs are made. Most Belgium locations own jukes, the machines not regarded primarily as revenue producers, but as business stimulants. In many clubs—types which would have bands in the United States—dancing is to the time of juke box records. Thus Belgian locations will pay high prices for equipment, tho they get low per-play takes.

With freight and duties, the European operator pays a lot more for his equipment than does an American operator, yet the average price for a juke box play comes to only 2 or 2½ cents.



Far East Market

In the Far East, the Philippine Islands stand out as a bustling juke box market. While complete juke boxes are no longer shipped to the Philippines, the parts are shipped and assembled in that country, together with a Philippine-made cabinet.

The Filipinos make some of their own records, but also import new United States 45 r.p.m. disks, which come in by air in 100-record batches. One pound, or about 15 records, costs $3. With lively interest in both Philippine and American records, this market is a lucrative one.

William J. Suter, an American who lives in the islands and is one of the country's largest importers of phonographs, said: "The Filipino's natural love for music and dancing is highlighted by the introduction of multi-selection, 45 r.p.m. machines. They can now have their choice of the locally pressed 45 r.p.m. records, some in the national dialect, Tagalog, in addition to the latest pressings from the United States.

Philippine Picture

Prior to World War II there were only about 40 machines thruout the Philippines and these were all destroyed during the war. By mid-1954 there were 500 machines, 90 per cent of which were brought in by three distributors, the rest by independent operators.

The juke box export market owes its astounding growth to a chain of factors.

The comparative surplus of clean, used equipment in this country during the postwar redevelopment period was chiefly responsible for getting the juke export business rolling.

New products were moving down expanded U. S. production lines in great numbers and used machines were beginning to back up in distributor warehouses and operator headquarters. Foreign firms, eager to replace worn-out units, preferred used equipment because of lower prices. Thus the initial postwar growth was launched.

New Machine Demand

Then foreign operators became acquainted with new equipment and its potential, and demand for new machines sent dollar values soaring.

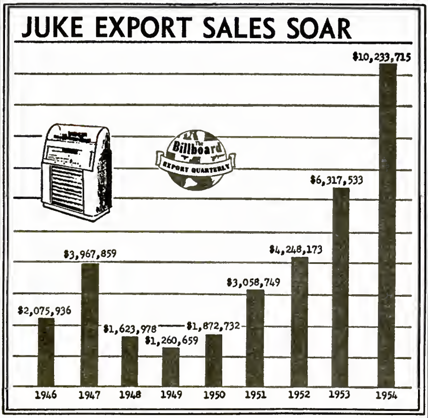
Attractive, well-designed equipment kept the market healthy and growing. Added to this, the universal appeal of the juke box, plus the powerful sales effort of U. S. exporters, aimed at developing a solid foreign market.

Except for 1948 and 1949, when U. S. exports nose-dived following the booming postwar period, juke box shipments raced upward. The downward plunge in 1948 was attributed to overseas embargoes and general business lags.

The history of the last five years —"the best and biggest is yet to come"—is likely to repeat itself in 1955."

The average unit price is climbing, indicating that more new machines are being shipped each year. The average unit price in 1952 was just under $400, climbed to over $440 in 1953, and is now hitting the $500 mark. This steady climb of unit price clearly shows the trend of the foreign market to new equipment.

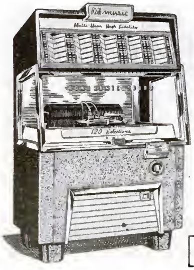
Easing of restrictions, more distributors, improved distributor operations—all point to a continued growth of juke box sales abroad.



Welcome

Music Operators of America

FIFTH ANNUAL MOA CONVENTION, MORRISON HOTEL, CHICAGO, MARCH 28, 29, 30



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Juke Production Edges to Record

By BOB DIETMEIER

JUKE BOX production edged to its biggest year in 1954 since the unnatural market boom year of 1947 on the strength of record overseas shipments.

An estimated 61,000 automatic phonographs rolled off the assembly lines of the industry's four manufacturers last year—an increase of just 2,000 machines over 1953.

But of 1954's total—which shows the most modest gain over a previous year since 1949—about 51,000 were for domestic use (a drop of 1,000 from 1953), the rest or 16 per cent of total production for the rapidly expanding export market.

Year Starts Strong

The new year has started out strong, with factories turning out more juke boxes and finance companies reporting prompt installment payments — the double-barreled combination for a banner year.

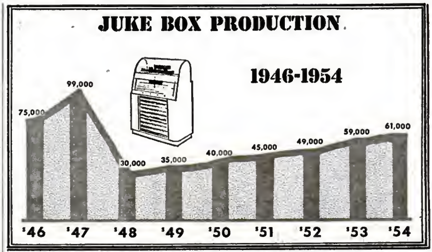
At the operator level, 1954's total output represents dollar volume in excess of $50 million.

The export market is taking more new and used juke boxes each year, with the proportion of new machine purchases steadily increasing. The domestic market, which is figured by juke box manufacturers as being able to absorb between 50,000 and 60,000 new machines each year (12 to 15 per cent operator replacement would alone sustain this market), has remained constant the last two years at 50,000 and 51,000. But if estimates are accurate, the export market has climbed from 7,000 new machines in 1953 to 10,000 last year.

Overseas Market

The overseas market has grown tremendously in the last five years. In 1950 coin-phonograph exports had increased by more than 300 per cent to $1.8 million over the past decade. But in 1953 total volume topped $6 million and last year it went over $10 million.

Altho it is generally conceded that the potential of the foreign market has not yet been tapped, no one knows for sure just how big the market is. However, one fact is clear: Manufacturers are optimistic about the growth of the export field and look forward to increased shipments. (See juke box export story elsewhere in this issue.) And if estimates are accurate, foreign buyers took about 12 per cent of 1953's new machine output compared to 16 per cent last year.



The accompanying chart graphically points up the production picture of the last nine years. Just after the war in 1946 demand sent total production to 75,000, and in 1947 over-production by the eight manufacturers then in the industry shot the total to 99,000.

1948 Facts

The 30,000 phonographs built in 1948—which showed the critical condition of the industry—was during a year which saw manufacturers shutting down, many distributors and operators going into bankruptcy. Tavern television, which began to be felt in that year, also made serious inroads into income.

Then in 1949 the industry started its comeback which has seen it advance to its present solid footing: production geared to meet demand with its picture of steady domestic sales the last two years and increasing foreign sales.

The industry then is healthy. Manufacturers are keeping a close check of their inventories, holding output in line with industry requirements. Distributors are adopting up-to-date sales strategy: the Milwaukee distributor who has increased his sales with a "showroom on wheels" is a good example (story elsewhere in this issue). And most operators are having little difficulty in meeting their payments. Firms specializing in handling juke box paper report that collections are good and that delinquency is negligible, one firm reporting that it had increased its paper 10 per cent in the past year. The Eighth Annual Juke Box Operator Poll—in this issue—confirms this report.

SHOWROOM ON WHEELS

Lesson in Aggressive Juke Box Salesmanship

By BENN OLLMAN

A LARGE SHARE of the credit for making 1954 one of the best years in the history of United, Inc., Wurlitzer distributor in Wisconsin and upper Michigan, is attributed to a "showroom on wheels."

A 1½-ton utility Chevrolet van truck, capable of holding up to five juke boxes and an assortment of parts and tools, has given this firm a sales punch it never had before: getting machines where they're wanted when they're wanted.

And operators love it—it offers them the luxury of convenience and tailor-made service when they're in the market for a juke box—as the record of sales United has made with it quickly testify.

Painted a sparkling white, with the names of both Wurlitzer and United, Inc., printed boldly on the sides, the truck enables the firm to sell machines and deliver them in one swift call.

Quick Wrap-Up

In addition, trade-in equipment can be loaded on the truck as soon as the sale is completed, thus winding up the entire transaction.

This quick wrap-up of all the elements involved in a juke box transaction also eliminates the possibility of a drop in value of old equipment which might otherwise be tied up for weeks in transit from the operator-customer's home base.

The truck is manned by Woodrow (Woody) Johnson, salesman-maintenance expert, a member of United's sales staff for slightly more than a year. He joined the organization with the introduction of the mobile unit, an idea he had been instrumental in selling to the firm's owners, Harry Jacobs Sr., and Harry Jacobs Jr.

Prior to his job with United, Johnson had been a traveling sales representative of The Rudolph Wurlitzer Company, North Tonawanda, N. Y. With a solid year of sales achievement behind him, Woody reports that he is more enthusiastic over the truck idea now than when it began.

Truck Shopping

In shopping for a truck to use for their "showroom on wheels," Harry Jacobs Jr., and Johnson checked practically every make on the market. "Most of the trucks examined showed good possibilities of suiting our needs from the standpoint of sturdiness and dependability on the road," said Johnson, "but the Chevrolet truck was finally selected."

According to Johnson, one of the features that most impressed the United representatives was the squared-off wheel housing in the interior of the body. Other trucks of comparable size had rounded wheel housings which took up a lot more space and did not contribute toward practical, safe and efficient stacking of the juke boxes in the truck body.

Total cost of the truck, including special fittings and painting, was approximately $4,000. Operating costs, said Johnson, are not much higher than it would be for a road salesman to run any of today's big sedans over the territory.

Out on the road early Monday morning, with a load of new Wurlitzers, and back again for the weekend is the normal working schedule of Woody Johnson.

A 75-foot wire cable, long enough to permit him to plug in a machine into any convenient building, enables him to demonstrate the sound quality and other features of the phonographs.

Op Convenience

While the metal structure of the truck body admittedly does not provide the most effective acoustical background for music machines, Johnson reports that the novelty and convenience of demonstrating machines to operators in the privacy of the van, away from location and office distractions, is proving responsible for a long string of quick sales.

Belts of canvas webbing are bolted at three-foot intervals on the interior of the truck. Each belt was built to stand several thousand pounds of pressure, more than enough to hold any juke box snug and tight against the sides. This simple method of securing the machines to the side of the truck has proved so effective, according to Johnson, that there has never been so much as a scratch on any of the machines hauled thus far.

Woody Johnson adjusts straps which hold machines snugly against sides of "Showroom on Wheels." Machine behind him is a trade-in being taken back to headquarters.

A convenient low step at the back of the truck and a nice overhang makes it an easy matter to load and unload equipment at any curbside.

Aside from creating a service which ultimately leads to additional sales for United, Inc., the "showroom on wheels" is proving a highly effective advertising media as well.

An increasing number of accounts serviced by United, Inc., are growing accustomed to seeing this attractive mobile unit rolling along the highways and parked in the streets of communities, wherever juke boxes are in use.

Sight Value

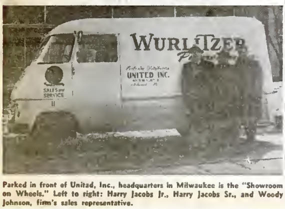
The sight value of the United-Wurlitzer truck is probably one of the most valuable aspects of the entire operation, according to the man at the wheel. "It's amazing," says Johnson, "how many operators know when I've been in their area. Many of them stop me and tell me that their location owners have told of seeing the truck. They ask me, 'Since when has Wurlitzer had a man on the road?' . . . or, 'Say, I saw your truck up in Wausau. Can't you come down to see me when you get to my town?' "

Territorial coverage has also been greatly increased via the "showroom on wheels." It is now possible for United to travel right to the home of even the most remote music operator in its territory to demonstrate new phonographs. Johnson's itinerary normally includes eight to 10 small towns during a week.

Immediate delivery of new equipment is also a definite sales leverage that frequently is the deciding factor in making an operator choose a United Phonograph rather than wait for delivery from another firm.

Summarizing the value of the United, Inc.-Wurlitzer sales truck, Harry Jacobs Sr., says: "It's actually like having an additional man on the road acting as an arm, or extension of the company, and performing both selling and servicing duties at the same time. We are convinced it is going to be of even greater value to us as time goes on."

Plans are presently being mulled over, says Harry Jacobs Jr., for moving the United operation to new and larger quarters, with a strong possibility of building a new place according to its own specifications in the not too distant future.



Parked in front of United, Inc., headquarters in Milwaukee is the "Showroom on Wheels." Left to right: Harry Jacobs Jr., Harry Jacobs Sr., and Woody Johnson, firm's sales representative.

in Jan., Feb., and March

DOT gave you 3 out of 4 of the Nation's Best Selling Most Played Records

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2. MELODY OF LOVE
Billy Vaughn — Dot 15247

3. CRAZY OTTO MEDLEY
Johnny Maddox — Dot 15325

4. HEARTS OF STONE
The Fontane Sisters — Dot 15265

Billboard, March 5, 1955

Thanks, Fellas,
from the gang at Dot. It couldn't have happened without your help . . .
Randy Wood

NOW, DOT gets even hotter with TODAY'S BIG 3

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ROCK LOVE
Dot 8570

PAT BOONE
TWO HEARTS
Dot 15338

BILLY VAUGHN
SILVER MOON
Dot 15347

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makes it 3 in a row for
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FONTANE SISTERS
Geri
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Topping Their Performances on "Hearts of Stone" and "Rock Love"
MOST OF ALL
and
PUT ME IN THE MOOD
Dot #15352
DOT

DOT AMERICA'S HOTTEST LABEL

brings you the greatest sides ever cut by

the HILLTOPPERS

Featuring the Great Voice of JIMMY SACCA

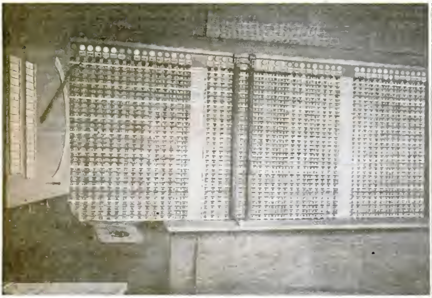
THE DOOR IS STILL OPEN

and

TEARDROPS FROM MY EYES

Dot #15351

DOT



Close-up view nf the big "electric scoreboerd" bnilt by D. C. (Spiv) Williems, owner of Creston Amusement Company, Creston, Ie., to determinn how meny coming hit tunes he has in his jnke boxes. Across the tnp ere 50 lights, each representing e location. Under each light ere 33 switches end lights representing es meny records es he has nut. Thn two vertical bers ere part of e closet treck used to check tunes in eny one colnmn.

ELECTRIC SCOREBOARD: PROGRAMS THAT CLICK

By JACK WEINBERG

TO MAKE a music route both easier to operate and more efficient, D. C. (Spiv) Williams, bead of Creston Amusement Company, Creston, Ia., decided a long time ago to harness the mechanical know-how that comes from being in the juke box business.

The latest result of this decision is an electrical scoreboard or "buying and distribution guide," as Williams prefers tu call it, which keeps track of all the new records installed in a select 50 phonographs on location.

But that's not all. Williams has also constructed a gigantic wall box in his shop which gives him a perpetual inventory of every record on location.

D. C. WILLIAMS

Key Gadget

Then there is the gadget he devised to keep track of phonograph collection box keys to prevent their loss or misplacement.

Another Williams special is the platform stands be builds for each of the 100 juke boxes he has out on location.

Topping off this array is the shop tool board, on which each tool is carefully outlined. Take a tool, use it and put it back when you're thru, or its outline stands out like a sore thumb.

Spiv Williams is one juke box operator who takes special pride in his ability to pick good records for his locations. The 44-year-old bachelor lives, eats and dreams the music machine business. He is considered one of the top and most progressive music operators in Iowa.

Entering the business in 1939, he worked as a mechanic and record man for Vince and Ab Bradley, also of Creston. Ab, a pilot in World War II, was killed in action, and Vince died in 1948 in an automobile accident. Spiv purchased the business from Vince's widow.

Serves 100 Jukes

At that time the firm had about 40 music machines on location. Interest in the games' end of the business was negligible. Today Creston Amusement serves approximately 100 juke box locations in Creston and in Southwestern Iowa within a 65-mile radius from his home base. Spiv has three employees who work with him on the route.

In addition to music, whicb is the major phase of the business, the company also has about 20 games in operation.

The idea for the electrical scoreboard came to Williams about six months ago. He wanted some sort of record of the new disks in his machines, disks which were not yet considered in the "hit" category. A top seller, he reasoned, would not bave to be given special attention since eacb of his machines would already have a copy of the record. In fact, even today, whenever a tune becomes a hit, it is automatically removed from the board, which is reserved for the new numbers.

Williams and his two servicemen, Melvin Hurd and Gerald Johnson, went to work on the idea in the firm's worksbop.

Scoreboards

The scoreboard was made up into two sections: A masonite board was used for the large panel, which has across its top a column for each of the 50 machines on location—with expansion room for 10 more—and down each side, an additional 33 columns, each representing a particular record. A small electric light for each record is on the panel —a separate switch controls each light. A closet track is used to concentrate on a given location column, thus avoiding the pulling of a wrong switch.

The second half of the scoreboard was the rheostat control unit, whicb was wired to the panel. Each record listed on the rheostat control operates by a center lever, which can be raised or lowered to make contact with the master point for any one of the 33 records. As the lever makes its contact, the lights representing the tune illuminate on the big board in the columns for eacb location which has that record. Also on the control board unit is a guide indicating the contact number for each of the 33 records.

Record Inventory

The only one of its kind in existence, the board enables Spiv to tell in a matter of seconds bow many copies of any one of 33 new records he has in his machines. The magical number has to be 33, be explained, because the only unit to be found for the giant rheostat had only 33 contacts on it. The guide has eliminated a card file system and the tedious job of spending several bours to enter new numbers and check them when necessary.

More than 2½ miles of wire were used to complete the scores of electrical circuits on the scoreboard, which has 1,650 switches, more than 7,000 soldered connections and in excess of 2,000 contact rivets.

Interestingly enough, most of the material was found right in the shop. Altogether, the entire cost, including all parts and materials bought outside, amounted to about $300, Williams estimated.

Rates Publicity

The device is so unusual that feature stories were carried in three newspapers in the area: The Creston News Advertiser, the Council Bluffs Chief and the Omaha World Herald, which gave it front-page preference.

Another useful Williams gadget is his perpetual inventory board which resembles a gigantic wall-box. In fact, Williams got the idea for the inventory board from a phonograph wall box.

The big unit is comprised of 10 boards. Each board handles four locations, two on each side. The right side of the board has black numerals, the left side has red numerals. Altho confining the inventory board to 40 locations, Williams still uses 4,000 title strips. Hanging just above the big board is a "directory" listing the names of the locations and their numbers on the inventory unit, one set in black, the other in red.

"Actually, I work the perpetual inventory and the buying and distribution guide together," Williams explained. "Should someone tamper with the guide, I merely double-check it with the inventory unit. Working the two together saves me considerable time and bookkeeping effort."

Stops Key Loss

His collection box key rack, hanging at the door leading out of the company headquarters, was built after countless keys were misplaced, lost or went to the laundry or cleaners in a pair of workman's pants.

Williams built the rack to hold all the keys for phonographs on location in Creston. A six-volt pinball bulb lights up when a key has been removed from the rack.

The keys are kept in manila envelopes on which the name of each location appears. When an envelope is taken from its place, a contact is opened and a bulb flashes on. The bulb stays lit until the contact is closed again—when the enveloped key is returned to its proper slot.

"We don't have any trouble with lost phonograph keys any more," Williams said.

Platform Stands

The stands he builds for each juke box on location grows out of Spiv's philosophy that the way to make the business pay off is to "protect your investment in equipment."

"A phonograph is an expensive piece of property and should be treated the same as a valuable piece of furniture in your own home," he said. "Janitors, when mopping or sweeping, bang the bottoms of the machines and nick them. And patrons sometimes unintentionally kick them."

That's why Williams has built a four-inch stand for eacb of his juke boxes. He uses 2 by 4's for the base, covering them with linoleum to blend in with the phonograph. To Williams, that's just "good housekeeping" in business.

Another "good housekeeping" gimmick is the use of title strips on white parchment, each one typed in his office, all of one color. "That way," he explained, "we get away from the average title strips which fade and yellow with time."

Record Selection

Williams firmly believes that a juke box operator should see to it that the rigbt records go into the right locations. Long ago he gave up buying "unheard" platters because be found himself loaded with too many records that pulled no play. Now no record goes into a Creston Amusement Company phonograph until Williams hears it.

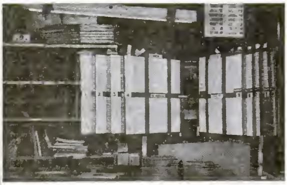
"I learned, too, not to buy just the records that I like," he said. "Maybe a tune will strike my fancy, but never pull a play in a location. When I like a tune, I buy it for my personal collection only, never for my locations."

He buys popular and western tunes for his outlets, with no rhythm and blues at all. Pops prevail, he said, by a 60-40 ratio.

An indication of how wisely Williams buys is the fact that buyers from Katz and Walgren drug-stores constantly bombard him with requests for his used records, which they in turn sell over their counters to the public. Ordinarily, Williams receives a trifle more than the market price for the used records thru this type of sale.

Williams carries a reserve of some 600 old standards which he says he'll never sell because of requests for replay from time to time.

"A music operator can make money in the juke box business," Williams declared, "if he watches closely the records and the equipment he has on location. Good housekeeping of the over-all business is important if an operator wants to stay in business."



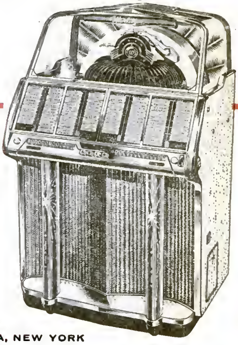
The "perpetual inventory" gigantic well box bnilt hy Williams to know what records he has in each of 40 phonographs nn location. Note inventory board hanging jnst ebove "well box" nnit.

Two employees of Creston Amnsement whn helped bnild thn "electric scoreboard" show how it operates. Mnlvin Hurd, left, operetes the huge rheostet control board while Gerold Johnson, right, works the master board on which 33 tunes in 50 locations are checked.

LIBERTY
IN GOD WE TRUST
PUTS YOU INTO THE
BIG MONEY
BECAUSE IT PUTS OUT THE
FINEST HIGH-FIDELITY MUSIC
IN JUKE BOX HISTORY

After all, the basic function of a phonograph is MUSIC. The Wurlitzer 1800 produces the finest, High Fidelity Music ever achieved on a coin-operated phonograph—thanks to its spectacular Dynatone Sound System.

But Wurlitzer didn't stop there. The Model 1800 combines ear appeal with eye appeal. Cabinets are available in a gorgeous array of fresh, new sky colors. The Carousel Record Changer is a thing of beauty itself. And the record changer compartment, like the Selection Panel and the grille, literally sparkles with what it takes to turn music into money.



GET INTO THE
BIG MONEY
WITH THE
Wurlitzer 1800

DYNATONE SOUND TAKES THE MASK OFF
THE MUSIC MORE THAN EVER BEFORE

See Your Wurlitzer Distributor

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
Established 1856

Greetings OPS from...

America's Fastest Growing Record Co.

CORAL RECORDS

JOHNNY DESMOND

PLAY ME HEARTS AND FLOWERS

and I'M SO ASHAMED

Coral 61379 (78 RPM) and 9-61379 (45 RPM)

DON CORNELL

GIVE ME YOUR LOVE | **WHEN YOU ARE IN LOVE**

Coral 61367 (78 RPM) and 9-61367 (45 RPM)

The McGUIRE SISTERS

IT MAY SOUND SILLY | DOESN'T ANYBODY LOVE ME

Coral 61369 (78 RPM) and 9-61369 (45 RPM)

SINCERELY | NO MORE

Coral 61323 (78 RPM) and 9-61323 (45 RPM)

TERESA BREWER

PLEDGING MY LOVE

and

HOW IMPORTANT CAN IT BE

Coral 61362 (78 RPM) and 9-61362 (45 RPM)

I GOTTA GO GET MY BABY

and

WHAT MORE IS THERE TO SAY

Coral 61339 (78 RPM) and 9-61339 (45 RPM)

THE LANCERS

with LES BROWN and His Band of Renown

CHERRY | **SOMEBODY ELSE IS TAKING MY PLACE**

Coral 61374 (78 RPM) and 9-61374 (45 RPM)

with GEORGIE AULD

TWO HEARTS, TWO KISSES (Make One Love) | **AFRAID**

Coral 61382 (78 RPM) and 9-61382 (45 RPM)

with LAWRENCE WELK and His Champagne Music

TIMBERJACK | **CRAZY MUSIC**

Coral 61343 (78 RPM) and 9-61343 (45 RPM)

ALAN DALE

CHERRY PINK (And Apple Blossom White)

and

I'M SINCERE

Coral 61373 (78 RPM) and 9-61373 (45 RPM)

EILEEN BARTON

HOW-JA DO, HOW-JA DO, HOW-JA DO (If I Knew You Were Comin' I'd've Baked a Cake) | **FUJIYAMA MAMA**

Coral 61377 (78 RPM) and 9-61377 (45 RPM)

STEVE ALLEN

THE BALLAD OF DAVY CROCKETT | **VERY SQUARE DANCE**

Coral 61368 (78 RPM) and 9-61368 (45 RPM)

The BILLY WILLIAMS QUARTET

I WANNA HUG YOU, KISS YOU, SQUEEZE YOU (That's What's the Matter With Me)

and

SMOKE FROM YOUR CIGARETTE

Coral 61363 (78 RPM) and 9-61363 (45 RPM)

The MODERNAIRES

TOPS 'N POPS *(Two Parts)*

(HOW IMPORTANT CAN IT BE . . . (I'm Always Hearing) WEDDING BELLS . . . CLOSE YOUR EYES . . . I WANNA HUG YOU, KISS YOU, SQUEEZE YOU . . . PLEDGING MY LOVE . . . IT MAY SOUND SILLY.

Coral 61378 (78 RPM) and 9-61378 (45 RPM)

THE GOOFERS

FLIP, FLOP AND FLY | **MY BABE**

Coral 61383 (78 RPM) and 9-61383 (45 RPM)

THE THREE RAYS

WALLFLOWER (Dance With Me, Henry)

(I Love You) FOR SENTIMENTAL REASONS

Coral 61370 (78 RPM) and 9-61370 (45 RPM)

CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

M.O.A.'ers—Look us up at the Convention. Exhibit Booth #16. Coral Suites #539-540.

Music's Triple Crown

NO. 1 on all three Billboard charts (SAME WEEK Mar. 5 and Mar. 12)

• Best Sellers in Stores

1. SINCERELY—McGuire Sisters....... 1 10
No More—(31)—Coral 61323—BMI

• Most Played in Juke Boxes

1. SINCERELY—McGuire Sisters....... 1 8
No More—(34)—Coral 61323—BMI

• Most Played by Jockeys

1. SINCERELY—McGuire Sisters....... 1 9
No More—Coral 61323—BMI

Americas Singing Sweethearts

the McGuire Sisters

thanks Ops

It couldn't have happened without your help.

Chris, Dottie and Phyllis

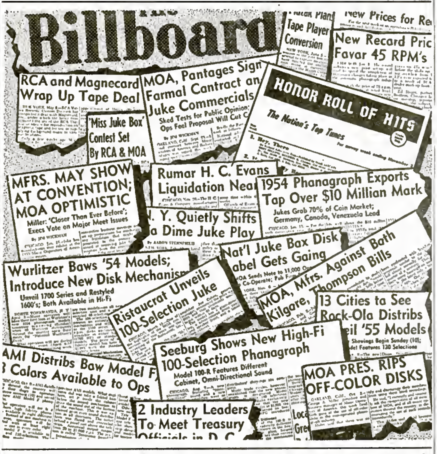
Another "Triple Crown" Contender

IT MAY SOUND SILLY | **DOESN'T ANYBODY LOVE ME**

CORAL 61369 • 9-61369

exclusively CORAL RECORDS

1954: Juke Box Year in Review


Billboard
RCA and Magnecard Wrap Up Tape Deal
'Miss Juke Box' Contest Set By RCA & MOA
MOA, Pantages Sign Formal Contract an Juke Commercials
Sked Tests for Public Opinion; Ops Feel Proposal Will Cut C
HONOR ROLL OF HITS
The Nation's Top Tunes
New Prices for Re
Tape Player Conversion
New Record Pric Favar 45 RPM's
MFRS. MAY SHOW AT CONVENTION; MOA OPTIMISTIC
Miller: 'Closer Than Ever Before'; Execs Vote on Major Meet Issues
Rumar H. C. Evans Liquidation Nea
1954 Phanagraph Exports Tap Over $10 Million Mark
Jukes Grab 70% of Coin Market; Germany, Canada, Venezuela Lead
. Y. Quietly Shifts a Dime Juke Play
Nat'l Juke Box Disk abel Gets Going
Wurlitzer Baws '54 Models; Introduce New Disk Mechanis
Unveil 1700 Series and Restyled 1600's; Both Available in Hi-Fi
Ristaucrat Unveils 100-Selection Juke
MOA, Mfrs. Against Both Kilgore, Thompson Bills
13 Cities to See Rock-Ola Distribs il '55 Models
Seeburg Shows New High-Fi 100-Selection Phanagraph
Model 100-R Features Different Cabinet, Omni-Directional Sound
AMI Distribs Baw Model F 3 Calors Available to Ops
MOA PRES. RIPS OFF-COLOR DISKS
2 Industry Leaders To Meet Treasury

MARCH 8-10, 1954

Music Operators of America held its fourth annual convention in Chicago at the Palmer House Hotel. Operators attending had their first look at the new Evans 100-selection phonograph, the "Holiday." Also bowed at the three-day event was Ristaucrat's 100-selection CM "55." The convention marked a big step in the progress of MOA with a record number of exhibitors, from kiddie rides to record manufacturers, on hand as well as a new operator attendance mark. Anti-juke box legislation (McCarran Bill) dominated the convention. Talk of a third performance rights society was beginning. The Billboard, March 20.

APRIL 4, 1954

The Rudolph Wurlitzer Company unveiled its 1954 phonograph models to operators thruout the country. Known as the 1700 series, the 104-selection phonograph introduced a new Wurlitzer record mechanism, the "Carousel." Also introduced was a restyled 48-selection model. The Billboard, April 10.

MAY 8, 1954

RCA Victor Record's Custom Division completed arrangements with Magnecord, Inc., under which the latter acquired the use of RCA's Thesaurus library for background music. Magnecord aimed its promotional guns at the juke box operator in an all-out effort to push continuous music via its newly introduced eight-hour tape recorder. The Billboard, May 15.

JUNE 5, 1954

Muzak Corporation announced that it was in the process of converting the bulk of its nationwide service to franchise holders to magnetic tape playback machines. Muzak, like Magnecord, pointed out to juke box operators that background music could broaden their musical horizons. New Muzak system enabled firm to take in markets of from 50,000 to 2,000,000 persons, a move economically impractical under disk operation. The Billboard, June 12.

JUNE 20-26, 1954

The Billboard launched a national juke box public relations program, "Play Your Juke Box Week." Press releases, placards for use in locations, specially printed lists of "All-Time Juke Box Favorites," prepared speeches, condensed fact sheets and a sample letter to location owners were mailed to operators. Industry-wide co-operation made the event the biggest PR success of its kind. New Orleans' Mayor deLesseps proclaimed June 20-26 as juke box week. The Billboard, July 10.

JULY 22, 1954

Two industry leaders, Rodney Pantages, representing MOA President George A. Miller, and Hirsh de La Viez, prompted by recent local depreciation schedules deemed unfair to members of the juke box industry, met in Washington to strive for a federal uniform four-year depreciation schedule. Government officials, however, stated that it was impossible to adopt a uniform schedule, but informed the juke box representatives that if they would submit a letter stating that a four-year depreciation schedule was recommended by MOA, they would use this information in the U. S. suggested depreciation tax bulletin. Each federal district they explained had the authority to set their own schedules, but usually followed the suggested schedules. The Billboard, August 7.

JULY 26-28, 1954

MOA executives held their first meeting following the 1954 convention. Twenty officers met in the Morrison Hotel for a three-day event. Before adjourning they completed plans for the 1955 MOA convention; an MOA publishing company; meeting with the leading juke box manufacturers; changing the name of "juke box"; preparing a uniform depreciation schedule; a Nation Tax Council launching, opening MOA's membership doors to individual operators; preparations for possible ASCAP legislative moves, and a mass advertising proposal introduced by Rodney Pantages. The Billboard, August 7.

JULY 28, 1954

MOA executives heard Rodney Pantages' plan to add spot commercials to juke boxes, the plan was adopted unanimously. Pantages explained that he would set up an advertising agency to contact national advertisers. Material submitted for juke box use would be restricted to the "Feel Sharp—Be Sharp" and "Muriel" type commercials. Money collected from this venture would be split with the location owner and the music operator. It was estimated that one tune would be set to play automatically every 15 minutes. All material would be furnished to music operators without charge. The Billboard, August 7.

AUGUST 7, 1954

Seeburg introduced its "omnidirectional sound" phonograph to operators. Designated as the Model 100-R, the phonograph featured five speakers, "full spectrum high fidelity and an entirely new cabinet design. The cabinet gave a band shell effect, with the back of the dress panel rising up to the top of the dome. The Billboard, August 14.

AUGUST 16,1954

Rock-Ola bowed its new 50-selection phonograph to operators. Following three weeks of private distributor showings at the Rock-Ola plant, Model 1442 was unveiled to the trade. The model featured high fidelity and one-button selectinn. Changes in the cabinet labeled the model as a supplement to the Rock-Ola 120-selection line rather than an addition. The Billboard, August 28.

SEPTEMBER 4, 1954

Seeburg's background music setup was announced. Seeburg launched a continuous music program thru its 200-selection non-coin-operated phonograph. Plans were set for building a Seeburg library on 45's. Disks were skedded to be pressed by RCA Victor. The Seeburg system marked the first serious effort to enter background music field without using tunes cleared thru ASCAP. The library was planned to be built with tunes controlled by BMI or in the public domain. A unit equipped with EP's, it was explained, was capable of playing 20 hours of music without interruption. Seeburg set up an advertising program to plug background music in publications with heavy business circulation—Fortune, Wall Street Journal, Banking, Architectural Forum and Saving and Loan News. The Billboard, September 11.

OCTOBER 2, 1954

George A. Miller, president of Music Operators of America, ripped into the use of off-color disk on juke boxes. Miller said that there was no place in the automatic phonograph industry for these records. Miller pointed out that use of these disks reflected on the juke box industry and that every member of MOA was co-operating in discouraging their use. The Billboard, October 9.

OCTOBER 2, 1954

Backers of legislation to extend copyright royalties to juke boxes lost one of their staunchest Hill advocates with the death of Sen. Pat McCarran (D., Nev.). The Billboard, October 9.

OCTOBER 9, 1954

Automatic phonograph exports were predicted to reach the $10 million mark in 1954. Six-month totals just missed hitting $5 million ($4,736,360) and represented an increase of 64 per cent, compared to the corresponding period in 1953. Average unit price of the machines being shipped also showed a healthy increase: In 1951 the price tags averaged $362, climbed to $387 in 1952, $439 in 1953 and reached $494 during the first six months in 1954. Leading importer for the first six months was Western Germany. The Billboard, October 16.

OCTOBER 10, 1954

AMI distributors thruout the country opened their doors to operators and unveiled the new AMI Model F phonograph. What distributors showed was multi-horn high-fidelity phonograph, available in eight different colors. The model was available in 40, 80 and 120-selections. The multi-horn system represented a major change in the AMI's sound system. The Billboard, October 16.

OCTOBER 16, 1954

Rock-Ola distributors began showing the new 120-selection, 1955 Rock-Ola phonograph to operators. The introduction of this model rounded out Rock-Ola's 1955 line. The unit featured the same improvements introduced in the 50-selection model, including a seven-inch rectangular tweeter speaker for reproducing high notes. The Billboard, October 23.

NOVEMBER 8, 1954

A national juke box record label was launched. MOA sent letters to 11,000 juke box operators urging their support of a new record carrying a National Juke Box label. Barney Young formed National Juke Box Music to interest the juke box industry in a third copyright organization as a hedge against possible amendment of the Copyright Act. All tunes on NJB label were announced to be free to operators in the event a revision of the Copyright Act. The first two tunes to be featured on the juke box label were "Early, Early in the Morning" and "Daddy From Georgia Way." They were recorded by an orchestra fronted by Bob Chester, popular swing band leader in the 1940's. The Billboard, November 13.

NOVEMBER 20, 1954

Rumors were that the H. C. Evans Company was near liquidation. The rumors were not confirmed until February of this year. The date of liquidation was set for March 29, when all real property of the firm was skedded for public auction. All phonograph equipment—juke boxes, speakers, wiring equipment, amplifiers, motors, etc.—was slated for sale. The Billboard, November 27.

NOVEMBER 27, 1954

The Billboard launched the first in a series of editorials on copyright legislation. The Billboard took the stand that Congress should confine its 1955 legislation on this subject to appropriating money for a fact-finding commission to be appointed by the President to explore a change in the entire Copyright Act of 1909. A history of the legislative attempts to end the juke box exemption from copyright royalties accompanied this first editorial. Other editorials explaining the reasons for this decision appeared in the following weeks. The Billboard, December 4.

DECEMBER 8, 1954

Rex Shriver, well-known figure in the coin machine industry for 25 years, died following a brief illness. He was general manager of the H. C. Evans & Company. The Billboard, December 18.

JANUARY 1, 1955

Following the record industry's new price set-up, operators predicted that two major changes would take place in the automatic phonograph business. First, they said that with the price of 78's up 9 cents at retail level, music operators would switch to 45 r.p.m. machines at a quicker pace. Second, with EP's being standardized at $1.49, it was felt that the industry would turn to this speed disk for introducing dime play. One stops reported that operators were holding up their buying somewhat in an effort to see if the new prices were permanent. The Billboard, January 8.

JANUARY 15, 1955

Phonograph manufacturers were reported closer to exhibiting at the MOA convention than ever before. George Miller, president of MOA, and other executive officers in Chicago to plan the 1955 convention met with manufacturers and reported they were optimistic about the manufacturers showing. The next week R. C. Rolfing, head of the Automatic Phonograph Merchants' Association, reported that all four juke box manufacturers—AMI, Rock-Ola, Seeburg and Wurlitzer—would be on hand. The Billboard, January 22.

FEBRUARY 5, 1955

MOA and the phonograph manufacturers released statements turning thumbs down on both the Kilgore bill and the Thompson bill. Miller stated that MOA considered the Kilgore bill identical with previous bills introduced in Congress to end the juke box exemption from the Copyright Act. Miller said that the Thompson bill seemed designed to keep bills before Congress for longer periods of time. The manufacturers said that they thought there was nothing new in either bill. The Billboard, February 12.

FEBRUARY 19, 1955

RCA Victor and the Music Operators of America launched a contest to find "Miss Juke Box of 1955," with an RCA Victor recording contract to be awarded to the winner. According to the contest rules all juke box operators could nominate a candidate who would be judged on the basis of vocal achievement as well as pulchritude. It was announced that the winner would be presented with her award at the MOA convention. The Billboard, February 26.

FEBRUARY 19, 1955

New York City quietly shifts to dime play. Juke boxes in the Harlem section of the city reported nearly 100 per cent converted. Operators step-up equipment with each conversion. Operators change over to 10-cent play on a block-by-block basis, rather than by individual operator policy or type of location. Use EP's liberally when making conversions, average hits about 25 per cent of selections. The Billboard, February 26.

A "NATURAL" HIT!

From The M-G-M Picture "THE GLASS SLIPPER"

EDDIE FISHER

with Hugo Winterhalter's Orchestra

TAKE MY LOVE

20/47-6071

RCA VICTOR

FIRST IN RECORDED MUSIC

KITTY MAZUMA CLUB

The Art of Sound Employee Relations

By DELORES NEWCOMB

MOST music operators, recognizing the prime importance of sound employee relations to the success of their operations, have provided employee benefits which at least equal—and in many cases surpass—those offered the average U. S. wage earner.

The Billboard's Eighth Annual Juke Box Operator Poll (which appears in this issue) shows that 46 per cent of operators polled offer hospital insurance, 16 per cent profit-sharing programs, and 38 per cent benefits including bonus plans, life insurance, retirement programs.

A good example of an operator who believes in providing well for his employees is Hirsh de La Viez, head of Hirsh Coin Machine Corporation, Washington, D. C.

"To Grow and Prosper"

"Give an employee decent working conditions and a better-than-average salary and you'll have an employee who will help the business grow and prosper," says de La Viez.

Proof that this idea has worked out successfully for Hirsh Coin is the fact that the firm does provide very well for its employees (some have been with the company 18 years) and that it has grown and prospered until today it is one of the most successful operations in the country.

Newest addition to the firm's list of employee benefits is a retirement program. Under this program, any full-time employee who has been with the firm for three years can look forward to a guaranteed income after retirement by contributing a small sum from his monthly salary. Hirsh Coin contributes 75 per cent, the employee 25 per cent.

Bonus Plan

One of the employees' favorite benefits is a bonus plan called the "Kitty Mazuma Club" which the employees operate independently of management. Here's how it works:

Employees elect their own officers and contribute $1 a week to the "kitty." A modified honor system has been set up by the club and employees "punish themselves" with cash contributions. For example, for being late to work there is a fine of a quarter, with 50 cents added for every 15 minutes. Mechanics fine themselves for failing to put tools away and route men for failing to call in.

Ten per cent of income from records, repairs and rentals is given by the firm to the fund. At the end of the year the club's president tells management how much money has been collected from all sources and the firm matches the amount.

The money is then divided among the employees in the form of a bonus on the basis of length of service. Last year, each employee received approximately $850.

Holidays provide gifts too: A turkey at Thanksgiving, a bonus at Christmas—besides gifts for employees' wives, candy at Easter.

Regular Hours

De La Viez well remembers the long hours spent building the business and is determined that each employee can work "regular hours" and spend time with his family. Years ago, many of the employees worked until 9 p.m. The long hours prompted an employee-management meeting at which it was decided that 6 p.m. would be the end of the working day, with a night crew ready for emergencies. Today, the working day is even shorter and the company is closed every holiday.

Other conferences called to solve employee problems convinced de La Viez that his employees were just as anxious as he to see a job well done. To encourage this attitude he encourages them to voice their problems and opinions. For example, several employees recently decided that a truck with a hydraulic lift would enable them to do some of their work more easily and efficiently. They explained the idea to de La Viez. Result, Hirsh Coin now has a new truck with a hydraulic lift.

EMPLOYER-EMPLOYEE CO-OPERATION keeps the Hirsh Coin Machine Corporation running like a clock. Realizing that employee benefits go a long way in bringing about this team work, Hirsh de La Viez (seated at the center of table) recently added a retirement plan for his employees.

De La Viez believes that a business can be only as good as the people who run it, and that an employee will do his best work when he knows it will be recognized and rewarded.

So, believing that the success of a business depends greatly on the attitude of employees toward their jobs, de La Viez concentrates on making Hirsh Coin an ideal place to work.

Every Hirsh Coin employee would quickly agree it is just that.

A Decade of Experience Cracking Plush Locations

By AARON STERNFIELD

WHILE juke box operators thruout the nation are contemplating the new vistas and plush locations which can be opened by background music, World Wired Music, a division of Runyon Sales, AMI outlet in New York and New Jersey, has been cracking these spots with wired music for a decade.

Directing the World Wired program from its beginning with a makeshift free-play phono to a current Muzak franchise is Joseph T. Jennings, WWM's sales manager and moving force behind the firm's drive to provide a complete background music service in Essex and Hudson counties.

THE TAVERN RESTAURANT, Newark, is considered a prestige location. Nine speakers in the main dining room and the party room are placed unobtrusively in the corners. World Wide signed the location up 10 years ago and has been servicing it ever since.

At the end of World War II, Runyon executives, while satisfied with the progress of juke box installations, felt that these locations were limited in number. In an effort to tap industrial, office and transient locations where background music, rather than the "commercial" product was needed, Runyon organized World Wired Music and appointed Jennings as sales manager.

Steady Progress

Progress for the next seven years, while not phenomenal, was steady. A studio was set up in Runyon's Newark headquarters, and a cascade arrangement was improvised on a standard record player to increase the number of selections which could be played automatically.

Arrangements were made with the telephone company for the use of its lines to bring the music to locations. Service was on an 18-hour-a-day basis (about 300 selections a day), with charges to locations varying with the cost of equipment installations.

Locations were largely hotels and restaurants. In some cases, the wired music set-up and a juke box was installed in the same location, with the former in the dining room and the latter at the bar.

18-Hour Service

Phone charges, on a monthly basis, were $7 for the first mile and $1.25 for each additional mile. However, where more than one location was located in the same city block, a flat fee of $1 a month for each additional location was made. For the location, the service was available 18 hours a day, and it made no difference in the monthly bill whether the location turned the service on for one hour or 18 hours.

By 1952, tho, Jennings and Ed Burg, Runyon executive who worked closely with him in the development of World Wired, realized that the studio arrangement was not the complete answer for all locations.

World Wired had picked up 75 locations since its birth seven years prior. But some of the locations were complaining. The most common objection was the lack of variety in programming. The firm had built up a library of 2,000 instrumentals, but, at 300 selections a day being urged, workers in factories and offices began complaining about too many repeats.

Library Inadequate

Then too,, the selections were often distracting and, instead of increasing productivity, often had the opposite effect. Jennings and Burg agreed that the fault was not in the background music operation itself, but in the inadequacy of the World Wired library.

At that time, World Wired decided to scrap its studio arrangement and get a Muzak franchise. One of the biggest hurdles a potential Muzak franchiser must confront—cost of equipment—was eliminated.

The Newark concern is so close to New York, the Muzak headquarters, that it was possible to pick up the Muzak studio music, send it by telephone to Jersey City, and relay it to World Wired locations.

Doubled Locations

The transition went smoothly. World Wired not only retained all of its 75 locations, but ran the figure to 150 in the next three years.

Jennings' method of location solicitation is thoro and effective. He has two bibles for location leads—the New Jersey Industrial Guide and the daily Dodge Reports.

The Guide lists all New Jersey manufacturing firms, number of employees, sex of employees, and the names of management officials. Sex is important, as the higher the percentage of female employees, the greater the demand for background music. Names of top officials are important too, as the sale is made to a president or corporate officer, not to the purchasing agent.

New Locations

The Dodge Reports tell what new buildings are going up in the area, what stage of planning or construction they are in, how much the building will cost, to what purpose it will be put, and who is putting up the money.

Dodge Reports are invaluable in signing up new locations before they open, while the Guide provides a perpetual list of existing industrial locations.

A constant direct mail campaign is one of the mainstays of Jennings' location search. Series of mailings are sent to 2,400 potential industrial locations and 2,400 transient locations each quarter.

Two Letters

Sales letters to industrials always are sent to both the president and personnel manager. Jennings reasons that when the personnel manager knows the president has a copy, he'll hang onto it in case the president ever brings the subject up.

Conversely, if the president knows the personnel manager has a copy, he is more apt to follow thru.

The first letter explains the employee benefits resulting from a wired music system—improved morale and greater productivity. The second shows survey results from local industrial locations where Muzak has been installed. The third letter explains how the paging system may be utilized for a plant or office public address set-up.

Location Contract

The location contract covers the initial installation charge, the monthly fee with a month's payment in advance, the 8 per cent federal tax, and the ASCAP and BMI fees, averaging about $1.25 a month apiece.

The contracts run for three years, unless terminated by either party on 60 days' written notice. While the monthly fees may vary from $37.50 to $300, based on the number of speakers, the average tab is about $55.

In making the actual installation, the first step is to survey the location to determine how many speakers and amplifiers are required and where they go. This determines the monthly charges.

Line Ordered

Next step is to order the line from the telephone. The actual equipment installation follows; it usually takes two men two working days to install a six-speaker system, but time will vary from location to location.

If the original estimate calls for six speakers, and the serviceman feels seven are required, the extra one is on the house. Jennings feels that the cost for the extra speaker is small, and the good will gained when the firm sticks to its estimate is considerable.

World Wired carries two basic program types—industrial and background. These types are physically carried over different lines, and are programmed differently, altho both are 24-hour services.

Five Sections

Industrial music plays 15 minutes on and 15 minutes off, with five separate programming sections. The pace is slow in the early morning. From 10 to noon, when morning fatigue sets in, the tempo is hyped. From noon to 2 p.m., relaxing luncheon music is played. It's still on the soft side for the next hour and, after 3 p.m., it livens up to cope with afternoon fatigue.

The background music, played in offices, is on a half-hour-on, half-hour-off basis. For restaurants and retail stores, background music is continuous.

Jennings is convinced that background music can fit into the oper-

(Continued on page 141)

MUSIC OPERATORS of AMERICA

We look forward to seeing you at the MOA Exhibit in the MORRISON Hotel in Chicago, March 28th, 29th and 30th.

You are cordially invited to visit the ROCK-OLA Booth, No. 5 in the Grand Ballroom where we will display our complete line of phonographs and accessories for your inspection. Members of our Sales Staff will be present at all times to answer your questions and to be of service.

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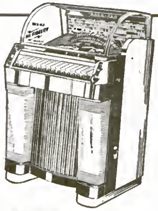
TONY VANCE

Here's what Tony Vance of Brilliant Music Company of Detroit says:

"A phonograph for me especially has to be trouble free, easy record changing because I do my own servicing. That is why I recommend Rock-Ola phonograph as the finest piece of equipment I have ever handled."



Model 1442 with 120 Selections

. . . with the famous Trouble-Free Mechanism— "acclaimed 'round the world"

Now More Than Ever

DECCA RECORDS GET THE PLAY!

THE TOP HITS ARE THE DECCA HITS

Today's Hits

Artist	Titles	No.
FOUR ACES	THERE GOES MY HEART and YOU'LL ALWAYS BE THE ONE (For Me)	29435
BILL HALEY And His Comets	MAMBO ROCK and BIRTH OF THE BOOGIE	29418
GUY LOMBARDO And His Royal Canadians	BLUE MIRAGE and GREEN SLEEVES	29377
CRAZY OTTO	SMILES and GLAD RAG DOLL	29403
THE COWBOY CHURCH SUNDAY SCHOOL	OPEN UP YOUR HEART and THE LORD IS COUNTING ON YOU	29367
LENNY DEE	PLANTATION BOOGIE and BIRTH OF THE BLUES	29360
BURL IVES	THE BALLAD OF DAVY CROCKETT and GOOBER PEAS	29423
THE COMMANDERS	THE ELEPHANTS TANGO and COMMANDERS OVERTURE	29323

Country

Artist	Titles	No.
WEBB PIERCE	IN THE JAILHOUSE NOW and I'M GONNA FALL OUT OF LOVE WITH YOU	29391
ERNEST TUBB	KANSAS CITY BLUES and THE WOMAN'S TOUCH	29415

Tomorrows Hits

Artist	Titles	No.
BING CROSBY	JIM, JOHNNY AND JONAS and FAREWELL	29483
SAMMY DAVIS, JR.	ALL OF YOU and SIX BRIDGES TO CROSS	29402
CATERINA VALENTE	THE BREEZE AND I and JALOUSIE	29467
CRAZY OTTO	IN THE MOOD and MY MELANCHOLY BABY	29449
AL HIBBLER	UNCHAINED MELODY and DAYBREAK	29441
5 DeMARCO SISTERS	DREAMBOAT and TWO HEARTS, TWO KISSES	29470
JOE BARRETT	I'M SINCERE and WHY DID YOU BREAK MY HEART	29450
RUSS MORGAN And His Orchestra	SILVER MOON and NIGHTS OF SPLENDOR	29471
GEORGIE SHAW	THE WATER TUMBLER TUNE and I'LL STEP ASIDE	29462

Country

Artist	Titles	No.
RED FOLEY and KITTY WELLS	AS LONG AS I LIVE and MAKE BELIEVE (Till We Make It Come True)	29390

MOA'ers

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(Decca Suite #639-640)
-- Say "Hello" to some of
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A Fabulous New Recording by the Greatest Name on Records

BING CROSBY

sings his superb rendition of

Jim, Johnny and Jonas

DECCA record 29483 (78 RPM) and 9-29483 (45 RPM)

America's Fastest Selling Records

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HIT SINGLES

Joe Foley
"YOUNG AND FOOLISH"
from the musical "Plain & Fancy"
Jubilee #5182

The Four Tunes
"I CLOSE MY EYES"
b/w
"I HOPE"
Jubilee #5183

The King Sisters
"LOVE ME—LOVE ME—LOVE ME"
"No Chance"
Jubilee #5187

Polly Bergen
"APPLE ON A PEAR TREE"
"Don't Let Our Love Die on the Vine"
Jubilee #5181

America's great new conductor-arranger
Frank Hunter
"SNOWBOUND"
"IN THE RAIN"
Jubilee #5185

The Ravens
featuring Jimmy Ricks
"BYE BYE BABY BLUES"
"Happy Go Lucky Baby"
Jubilee #5184

Sensational Voice
Ray Winston
"FOOLISHLY"
"When The One You Love Loves Somebody Else"
Jubilee #5186

The Stylers
"SHOO SHOO SHOO" SH'LA LA"
b/w
"LOVE YA LIKE CRAZY"
Jubilee #5188

Make Sure You Hear
The Sensational Disk That's Starting a Coast-to-Coast Commotion
John Laurenz singing GOODBYE STRANGER on RED ROSES
Jubilee #5190
A JUBILEE EXCLUSIVE

JOSIE HAS 2 SMASH HITS!

The Cadillacs
"NO CHANCE"
"Sympathy" JOSIE #773

Patti Jerome
"JOHNNY HAS GONE"
JOSIE #774

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from JUBILEE!

NOW! JUBILEE LEADS THE WAY TO 10c JUKE BOX PLAY—WITH E.P.'S AT SPECIAL PRICES FOR ALL JUKE BOX OPERATORS

SEE YOUR JUBILEE RECORD DISTRIBUTOR NOW!

OUTSTANDING JAZZ, DIXIELAND AND STANDARD CATALOG

EP-5000 — THE ORIOLES SING

EP-5001 — DANCE TIME WITH JIMMY VALENTINE'S ALL STARS

EP-5002 — DICK FREITAS PLAYS FREITAS ORIGINALS

EP-5003 — BUDDY LUCAS PLAYS TENOR

EP-5004 — LOUIS PRIMA PLAYS AND SINGS

EP-5006 — BALLADS BY BELAFONTE

EP-5008 — BENNIE GREEN PLAYS JAZZ

EP-5010 — CONSOLE MOODS WITH LARRY JOHNSON

EP-5013 thru EP-5017—Vols. 1 thru 5 —STAN RUBIN AND HIS TIGERTOWN FIVE

EP-5018 — CONRAD JANIS AND THE "TAILGATERS" (Vol. 1)... (Vol. 2—EP-5019)

EP-5020 — LOU STEIN'S "SIX FOR KICKS" (Vol. 1) . . . (Vol. 2—EP-5021)

EP-5022 — MUSIC TO "BEAT BY" JIMMY VALENTINE'S ALL STARS

EP-5024 — DONEGAN—DOROTHY DONEGAN TRIO (Instr.) (Vol. 1) . . . (Vol. 2—EP-5025)

EP-5027 — SALT CITY FIVE (Dixieland) (Vol. 1) . . . (Vol. 2—EP-5028)

EP-5029 — LITTLE GIRL BLUE—POLLY BERGEN (Vocal Standards) (Vol. 1) . . . (Vol. 2—EP-5030)

EP-5031 — HAL McKUSICK PLAYS— BETTY ST. CLAIRE SINGS (Vol. 1) . . . (Vol. 2—EP-5032)

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THIS PAGE IS ROCKIN' WITH RHYTHM...

KEEP ME IN MIND

WORDS BY JACK WOLF
MUSIC BY BURT BACHARACH

Patti Page

MERCURY 70579 • 70579X45

FAMOUS MUSIC CORP.
1619 Broadway, N. Y. City, N. Y.

THE BILLBOARD

8th ANNUAL JUKE BOX OPERATOR POLL

The Billboard Eighth Annual Juke Box Operator Poll is based on returns to a seven-page questionnaire sent to juke box operators. To meet editorial deadlines the first 600 questionnaires received were used for this tabulation.

Part 1:

Trade Aspects

QUESTION 1: *Is operating your full-time occupation?*

ANSWER: Yes 75.5%
No 24.5%

COMMENT:

This is the first time in the last seven years that The Billboard has conducted its annual Juke Box Operator Poll that shows an increase in the number of part-time operators. Last year just 11.4 per cent of operators polled classified themselves as part-time operators. No reason for this increase could be obtained from the Poll questionnaires, especially since each year it becomes more difficult for a "would be" juke box operator to step into the business because of increased costs—equipment, records, labor—which demand too large an investment for the average person to try the business on an experimental basis. Usually the part-time operator is found in outlying areas and marginal locations and it is interesting that the Poll indicates his number has increased in the past year.

QUESTION 2: *How many juke boxes do you currently operate?*

ANSWER: An average of...................... 60.6%

COMMENT:

The average number of machines owned by operators thruout the country clearly points up the fact that the juke box business is composed of small, independent businessmen. This average also serves as a guage to check gross margin and operating competition. For the past two years, the figure has declined—last year, the Poll showed the average at 68.6 phonographs. Reasons cited for the decline were higher operating costs which forced operators to drop marginal locations and stiffer competition.

QUESTION 3: *Are you currently offering any form of background music?*

ANSWER: Yes 11%
No 88%

COMMENT:

Because of the growing importance of background music, this question was introduced in the Poll this year. Altho many operators in the past few years have given considerable thought to this new location music medium, only a relatively small number have so far entered it. (See background music story elsewhere in this issue.) Background music in this question includes hideaway units, tape equipment, telephone wire book-ups, and in a few instances, even juke boxes set for free continuous play during afternoon and evening hours in locations such as restaurants. Of the operators currently using one or more of these forms of background music, 22 per cent said they added the service within the last six months and nearly 82 per cent indicated that they have had background music less than two months.

QUESTION 4: *Do you operate types of coin machines other than music machines?*

ANSWER: Yes 87.6%
No 12.4%

COMMENT:

Diversification has grown by leaps and bounds. Operators have found that one or two more additional pieces of equipment on a location makes prime locations for amusement games, cigarette venders and other coin-operated machines, and operators have found that by offering a package deal they have a far better cost ratio and a much better selling wedge.

QUESTION 5: *If you operate types of coin-operated equipment other than phonographs, please check as many as apply.*

ANSWER:	% of Operators
Amusement Games	83.5
Cigarette Venders	26.0
Kiddie Rides	13.0
Venders Other Than Cigarette	15.0

COMMENT:

Altho amusement games are still far ahead of the next closest competitor, it is interesting to note the percentage figure is dropping—last year's Poll total was 97 per cent. This decrease is in part attributed to local taxes and restrictions on amusement games, and also to the quicker turnover needed in the games field. Venders other than cigarette more than doubled in the last two years (7.3 per cent in 1953). The above figures add to more than 100 per cent because many companies have both amusement games and venders.

QUESTION 6: *On the basis of interest and investment, do you classify yourself primarily as a music operator?*

ANSWER: Yes 79%
No 21%

COMMENT:

With the price of new phonograph equipment from two to five times that of amusement games and cigarette venders, operators with a substantial number of phonographs will naturally classify themselves as music operators. This has been a constant percentage ratio in the Poll. Because music operators have steadily improved their business methods and thru improved bookkeeping procedures, they have removed the trial and error from their businesses, and as a result, have been able to turn back a greater percentage of their profits into new equipment.

RECORD DEALERS:

INVENTORY PRICE PROTECTION

Remington Records, Inc., recognizes that the future of the record business is in YOUR hands . . . and that YOU should not be the buffer for any current price reductions.

America's foremost manufacturer of quality-processed, high fidelity records now announces . . .

A Reduction in Retail Price from $2.98 to $1.98

A guarantee of existing investments on all inventory on hand . . . and extending this guarantee on the new price for one year.

Remington's interest in the future and growth of the record industry dictates the institution of this retroactive dealer-distributor profit guarantee. It is part of Remington's plans for building national leadership in 1955. Remington's plans are to build on confidence; consumer confidence through the production of high fidelity records featuring the world's greatest musical literature played by the world's finest artists and offered at the lowest price of all; dealer confidence through a steadfast adherence to a principle and a policy that protects the dealer, allows him to make his legitimate profit at all times.

OUR REPRESENTATIVE WILL CALL TO EXPLAIN THE DETAILS

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Thousands of audio enthusiasts crowded into the OMEGATAPE-JAZZTAPE exhibit to hear the most sensational demonstration tape ever offered to the general public. So impressive was the sound of the new tapes that over one thousand visitors actually bought a demonstration tape.

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BECAUSE NOW . . . FOR THE FIRST TIME . . .

★ High fidelity tapes featuring outstanding European Symphony Orchestras and American Jazz Combos

★ Recorded exclusively on SCOTCH 111A tape made by Minnesota Mining & Manufacturing Co. Produced on the finest tape duplication equipment . . . AMPEX

★ Hot catalog items: *MAMBOS* recorded in Mexico City, *WURLITZER PIPE ORGAN*, and Dixieland Greats, *PETE DAILY, GEORGE LEWIS*

★ National advertising; point-of-sale dealer aids—*DYNAMIC MERCHANDISING*

★ ***The lowest priced recorded tape—$5.95***

The finest quality recorded tape available anywhere at any price

All tapes 5" reel, dual track 7½ ips

Mr. Dealer . . . Mr. Distributor . . . Write, Wire, Phone:

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AUDITED PAID CIRCULATION ABC

. . . **means** the paid circulation of this business paper has been audited and certified by the Audit Bureau of Circulations. It also means advertisers know what they pay for . . . before they spend the money.

QUESTION **7:** *Excluding the owner, we employ the following number of people in our juke box operation:*

	No. of People	% of Operators
ANSWER:	1	46.5
	2-3	29.5
	4-5	13.0
	6-7	6.0
	8-9	3.0
	10 or more	2.0

COMMENT:

No better indication of the relative size of a juke box operating company can be obtained than this breakdown of the number of people employed. Notice that 76 per cent of the average operating companies answering the Poll employ fewer than four persons, and 89 per cent employ fewer than six.

QUESTION **8:** *Are you a member of an active juke box operator association?*

ANSWER: Yes 31.5%

No 68.5%

COMMENT:

The percentage of operators belonging to a juke box association declined slightly under last year's Poll mark of 43.5 per cent. However, far more replies were received this year from areas in which trade associations are inactive. On the whole, trade associations have increased in number during the past four years—a trend at least partly traceable to the battle over juke box copyright exemption legislation. Keep in mind that this figure includes city and State associations as well as membership in Music Operators of America.

QUESTION **9:** *Of the total number of phonographs on your route, what percentage did you buy since 1950?*

ANSWER: An average of....................66.1%

COMMENT:

While the Poll shows that two-thirds of the phonographs on locations were purchased within the last four years, the 21 per cent who did not classify themselves primarily as music operators in Question 6 pull the percentage down in this question. Eliminating part-time and marginal operators, replacements within the last five years averaged closer to 80 per cent.

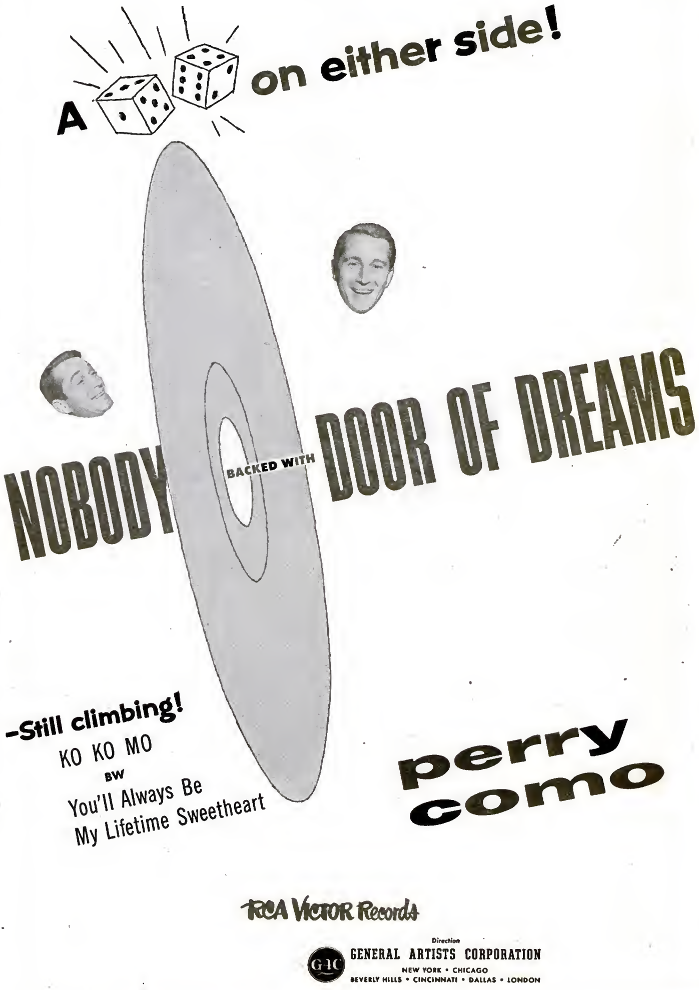
QUESTION **10:** *In addition to your juke box route, do you also operate any other type of business?*

ANSWER: Yes 18%

No 82%

COMMENT:

The types of businesses specified were retail record store, one-stop, both retail record store and one-stop and distributor. (See breakdown in Question 11.) It is interesting to note that of the 18 per cent who do operate business or other than a juke box route, 13.5 per cent operate retail record stores or 75 per cent of the total compared to last year's Poll which revealed that just 11.8 per cent did.


A
on either side!
NOBODY
BACKED WITH
DOOR OF DREAMS
-Still climbing!
KO KO MO
BW
You'll Always Be
My Lifetime Sweetheart
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SURE SHOTS

THE CHARMS
TWO HEARTS
THE FIRST TIME WE MET
DE LUXE 6065

BONNIE LOU
TWEEDLE DEE
THE FINGER OF SUSPICION
KING 1436

A RUSTY OLD HALO
DANGER! HEARTBREAK AHEAD
KING 1445

THE MIDNIGHTERS
ASHAMED OF MYSELF
RING A-LING A-LING
FEDERAL 12210

THE "5" ROYALES
MOHAWK SQUAW
HOW I WONDER
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QUESTION **11:** *If you operate any type of business in addition to your juke box route, please check all that apply.*

ANSWER:	% of Operators
Retail Record Store	75
One Stop	4
Both Retail Record Store and One Stop	6
Distributor	15

COMMENT:

Because of the nature of the juke box business, the record retail store is by far the most popular and logical. Operators have found that by setting up a retail record shop they can benefit by retailer's discount. Quantity buying has helped many operators reduce overhead costs. Another form of retail selling by operators is "used phonograph disk sales." Here, too, operators cut their overhead by selling records to the public, receiving more than a regular wholesale buyer will pay. A one stop demands a larger investment in records than does the retail outlet, thus the smaller percentage.

QUESTION **12:** *Of the total number of phonographs on your route, what percentage are 80 selections or more?*

ANSWER: An average of......................54.5%

COMMENT:

The trend to multi-selection equipment has made great strides during the past three or four years. There is an increase this year of 5.9 per cent over last year's average of 48.6 per cent. Actually, the increase would be even greater, except for the large number of operators answering the Poll who classified themselves as marginal and part-time music operators. Today, juke box manufacturers are concentrating solely on multi-selection equipment—80, 100, 104 and 120-selections—and juke box operators are well aware of the collection advantages of extensive juke box programming.

QUESTION **13:** *Of the total number of phonographs on your route, what percentage play 45's?*

ANSWER: An average of......................54.9%

COMMENT:

The use of 78 r.p.m. disks on the nation's automatic phonographs is declining rapidly. In just five short years, 45's have not only equalled the sales of 78's, but have surpassed them. A rough estimate now places nearly 247,000 juke boxes geared for the smaller platters. Current juke box production is practically 100 per cent on 45's, with only the export market and a few domestic areas still using 78's. This year's figure represents an increase of 16.5 per cent, compared to 1954's Poll, when 45's held only 38.3 per cent of the market.

QUESTION **14:** *Do you currently operate any of your music equipment on dime play?*

ANSWER: Yes 35.25%

No 64.75%

COMMENT:

This is the first year that this question was included in the Poll. It definitely shows that operators are catering to dime play as a method of cutting operating costs. The "Yes" percentage above, however, does not mean that 35 per cent of the nation's music equipment is geared for dime play. It only points out that this percentage of operators have eliminated nickel chutes from some of their equipment. The number of machines converted ranged from one and two, to entire routes. It is interesting to note that 29.5 per cent of the "No's" said they were either on the verge of switching to dime play or were hoping to do so within the next six months.

QUESTION **15:** *Please check the type of commission arrangements you use when installing new equipment:*

ANSWER:	% of Operators
Flat percentage	57
First money plus percentage	11
Guarantee plus percentage	8
Minimum contract	5
All types	19

COMMENT:

Flat percentage contracts once accounted for about 90 per cent of the commission arrangements used by operators. Increased costs, both in new equipment and in operating, have reduced this figure nearly in half. First money plus percentage refers here to an operator taking a predetermined amount from the collections for depreciation purposes and then splitting the balance with location owners. A guarantee plus percentage—location owners guarantee operator that collections will hit a certain mark—is usually used in marginal locations where collections are too low to pay for the service and records on the machine. Minimum contracts—location owners pay operators fixed amounts regardless of collections—are seldom used on new equipment.

QUESTION **16:** *To maintain your route in A-1 condition, what percentage of your music equipment do you believe you should replace each year?*

ANSWER: An average of......................18.3%

COMMENT:

While the above figure does not determine what percentage of equipment the operator actually replaces, it does show that operators are well aware of the fact that a route should be completely replaced over a five-year period. The true replacement percentage is estimated at around 12 per cent a year.

QUESTION **17:** *For the past 12 months, what has been your average weekly share of the gross collections per machine?*

ANSWER: An average of..............$9.89 per week

COMMENT:

This year's Poll revealed only a slight decrease in the average operator's weekly gross, compared to last year's Poll figure of $10.25. Certainly dime play has helped considerably in holding this figure up near the $10 mark. It must be remembered that from this gross, operators must set aside funds for paying employees, buying new records, depreciating equipment and paying general overhead costs.

QUESTION **18:** *What percentage of your weekly gross do you spend in salaries and wages?*

ANSWER: An average of.....................25.9%

COMMENT:

Previous Polls have indicated that operators spend approximately 15 per cent of their gross collections on new and replacement records. Add 25 per cent for wages and the average operators gross receipts are nearly cut in half before he has time to count it. Other fixed costs of an operation must be met with what remains—depreciation, rent and parts.

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QUESTION 19: *How do you pay your employees?*

ANSWER:	% of Operators
Salary only	83
Salary plus commission	11
Commission only	6

COMMENT:

Every year the percentage of music operators who pay their employees a straight salary increases. (Last year's Poll figure was about 70 per cent.) Two basic reasons for the popularity of a straight salary plan are unions and the need for anticipating income. Unions have made great strides in organizing operators' servicemen since 1946. Anticipating income is necessary so that operators can tell at any time how much equipment can be scheduled for purchase and how many records can be bought in any one month.

QUESTION 20: *Do you offer any of the following employee benefits?*

ANSWER:	% of Operators
Hospital Insurance	46
Profit sharing	16
Other	38

COMMENT:

More and more operators are adding employee benefits for their personnel. The improvement in employee-employer relations as a result of these benefits has reduced employee turnover to a point where it is now only a minute factor in operating expense. Hospital insurance ranks as the leading benefit offered and represents various local group insurance plans such as Blue Cross Unions are credited for a large portion of benefit increases. The category "other" includes bonus plans, life insurance plans, retirement plans and sick leave.

QUESTION 21: *Is your music operation free from debt?*

ANSWER:	
Yes	22%
No	78%

COMMENT:

The percentage of music operations in debt increased nearly 18 per cent compared to last year's Poll. This, of course, does not necessarily mean that total operator debt of those polled increased 18 per cent, but it does show that debt is definitely up. However, with nearly all new equipment purchased on an installment basis (either one-year or two-year plans), this 78 per cent figure is not surprising. The test of whether or not this situation is healthy is the operator's ability to pay off this debt which the next question deals with.

QUESTION 22: *If your operation is not free from debt, are you having any difficulty in meeting payments when due?*

ANSWER:	
Yes	32.5%
No	67.5%

COMMENT:

The percentage of music operators answering that they were experiencing difficulty in meeting their payments varies only slightly from last year's Poll average of 30.2 per cent. However, even tho this percentage of operators polled report they are having difficulty meeting their payments, the facts show they are meeting them. Companies which specialize in handling juke box installment paper report that less than 5 per cent of the paper on phonograph equipment is over 30 days past due.

QUESTION 23: *What percentage of your phonographs are in taverns?*

ANSWER: An average of 51.4%

COMMENT:

The decline of the percentage of phonographs in taverns has been the result of location diversification and has been a slow but steady process. In 1946, it was estimated that nearly 75 per cent of all phonographs installed were in taverns. Since that time the figure has steadily dropped. The tavern, while still the most important outlet to the juke box operator, no longer dominates the location picture. The operator has found that diversification to cut costs is advisable in types of locations as well as types of equipment.

QUESTION 24: *On the basis of earnings, what are the three top types of music locations on your route?*

ANSWER:	
Taverns	49%
Restaurants	27%
24-Hour Cafes	12%
Others (see comment)	12%

COMMENT:

This breakdown clearly shows that the music operator no longer considers the tavern his only subsistence. In recent years, restaurants have climbed steadily upward, with some operators commenting that a good restaurant location is better than a good tavern location. All-night cafes or eateries were distinguished in the Poll from ordinary restaurants or cafes because of the heavy juke box play during late hours when other spots are closed. "Other" locations includes drugstores, confectionery stores, and drive-ins.

Part 2: Operator Aspects

QUESTION 1: *Where do you buy most of your records?*

ANSWER:	% of Operators
Wholesale from record distributors	49.4
At less than retail from "one-stops"	48.0
At regular retail from dealers	2.6
Total	100.0

COMMENT:

"One-stops" continue to exert a growing influence on operator buying habits, with the sub-distributors almost neck and neck with regular distributors as a favored source for purchasing. This year's "one-stop" rating of 48 per cent shows a significant gain over the 1954 survey, which pegged "one-stop" purchases at 33.1 per cent. In 1952 "one-stops" only accounted for 21 per cent of operator buying. Manufacturers and distributors who once battled the spread of "one-stops" have now learned to live with them and throw a major effort behind getting the sub-distribs to stock and feature their product. Diskery and publisher promotion men now always schedule visits at local "one-stops" when out pushing a new record.

QUESTION 2: *How do you buy most of your records?*

ANSWER:	% of Operators
Buy in person	50.8
Order by mail, phone or telegram	40.9
Wait for distributor salesman to call	8.3
Total	100.0

COMMENT:

Altho the basic pattern of replies follows that of last year, half as many operators now wait for salesmen to call as did in 1954. The figure a year ago was 16.4 per cent as compared to the current 8.3 per cent. Most of the shift is probably accounted for by the greater dependence on "one-stops," as documented in Question No. 1. This shift would also indicate that operators are more conscious of the importance of programming and are devoting more thought to the problem.

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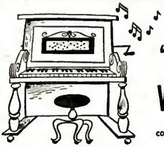

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"LITTLE CRAZY QUILT"
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"NO CHANCE"
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"Fish In The Sea"
"IF I'M WRONG"
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"(Gotta Go) Upside Your Head"
"CRAZY 'BOUT A SAXOPHONE"
Buddy Johnson
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"There Goes That Train"
"YOU LEFT ME HERE TO CRY"
Rollee McGill
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"Alright, Okay, You Win"
"IF YOU WOULD ONLY SAY YOU'RE SORRY"
Ella Johnson
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"IT'S BEDTIME, BILL"
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"You Know That I Know"
"ICE COLD LOVE"
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"Blue Champagne"
"BOOGIE BLUES"
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QUESTION 3: *How often do you add new records to your boxes?*

ANSWER:	% of Operators
About every other week	66.7
About once a week	29.1
About once a month	4.2
More often than once a week	0.0
Total	100.0

COMMENT:

Replies to this question reveal a sharp switch from prevailing custom over the past year. The 1954 survey showed that 40 per cent of all operators added new records to their machines weekly, a strong rise over the previous year. Now only 29.1 per cent do so, or a smaller percentage than in 1953. Among the reasons for the reverse trend are probably the following: Rising costs of operation which forced route owners to effect economies. Greater selectivity in the purchase of new disks. Stabilization of large-capacity machine operation, which in its earlier stages had operators experimentally curious about which non-hit records in the "standard" slots would pull extra coin.

QUESTION 4: *How many records do you add to your average machine each time you change records?*

ANSWER:	No. of Records
Average multi-selector (80 or more play)	6.5
Average for smaller machine (less than 50 play)	4.9

COMMENT:

For reasons allied to those with respect to Question 3 a drop in the number of records changed per call is noted this year as against last. The 1954 poll showed that the average operator of a multi-selection machine added 7.2 records, in contrast to the current 6.5. Smaller units were slotted with 5.6 new (or rotated) disks each visit as against the present average of 4.9.

QUESTION 5: *Who buys your new records?*

ANSWER:	% of Operators
Route owner	71.0
Route serviceman	16.0
Special record buyer	8.9
Other	4.1
Total	100.0

COMMENT:

The interesting observation that may be gleaned from replies to this question is the importance attached to proper programming by the average operator. He is apparently not content to delegate this vital responsibility in most cases. Many of the exceptions concern large routes where a certain amount of specialization can't be avoided.

QUESTION 6: *Which three of the following sources of information are the biggest aids to you when buying records?*

ANSWER:	% of Operators
Trade paper charts, editorial features and advertisements	120.4
Your own personal opinion	47.3
Location requests	42.9
Actual machine count	21.9
Current artist popularity	18.3
"One-stop" salesman's advice	15.0
Distributor/manufacturer free sample records	7.5
Disk jockey recommendations	7.5
Trade association bulletins	6.9
Distributor/manufacturer direct-mail and release sheets	5.1
Distributor salesman's advice	4.8
Retail dealer recommendation	2.4
Total	300.0

COMMENT:

The answers to this question totals 300 per cent because each operator was asked to check his three most important buying aids. It comes as no surprise that trade paper features—editoral, charts and advertising—again figure as the key aid to operators buying new records. Operators have consistently reported these as the dominant factors in past surveys. The next two factors—personal opinion and location requests—follow in the same order as a year ago. But a significant rise is noted in the number of operators who tagged "one-stop" recommendations as one of the three influencing factors. In the 1954 poll "one-stops" trailed badly behind all other considerations. This year's 15 per cent represents almost four times as many mentions as noted a year ago. Here is further proof of the greater part played by "one-stops" in the merchandising of new juke box wax.

QUESTION 7: *Of the chart material available to you in trade papers and from other sources which are the most valuable?*

ANSWER:	Points
"Best Buy" recommendations after new releases have been out two or three weeks	1,994
Reviewers opinions of the best new releases	1,990
Most played on national juke box chart	1,686
Coming up chart	1,340
Record reviews	1,336
Territorial best sellers	784
Most played on national disk jockey chart	746
National retail best sellers	496

COMMENT:

As the replies to earlier questions show, operators generally are spending their record dollars more wisely. They are buying fewer records perhaps, but are attempting to eke out the most potential play from each purchase. It is not surprising, therefore, that reliance on the "Best Buy" feature is dominant. The records spotted in that feature have already proven their salability and are still on their way up. Hard on the heels of this feature, however, is that of the "Review Spotlight," which isolates the best of the new disk entries from the also-rans.

QUESTION 8: *Are you currently using more, less or about the same number of records as last year in these categories?*

ANSWER:

POPULAR	% of Operators
More	28.9
Less	5.0
About the same	66.1
Total	100.0

RHYTHM & BLUES	% of Operators
More	59.0
Less	9.9
About the same	31.1
Total	100.0

CLASSICAL & SEMI-CLASSICAL	% of Operators
More	6.5
Less	43.5
About the same	50.0
Total	100.0

COUNTRY & WESTERN	% of Operators
More	26.0
Less	20.0
About the same	54.0
Total	100.0

OLD FAVORITES	% of Operators
More	18.0
Less	18.7
About the same	63.3
Total	100.0

INTERNATIONAL	% of Operators
More	4.5
Less	36.7
About the same	58.8
Total	100.0

COMMENT:

The astounding increase in the use of rhythm and blues records by operators reflects the popular interest in that idiom shown over the past year in all facets of the music business. Whether or not it will last remains to be seen. Some tradesters see in the movement more than a temporary trend. The drop in classical and semi-classical disk use is also sizable. It may well be that such repertoire will only figure in few and rather specialized juke locations in the future. The drop in International music may partially be accounted for by a new business orientation which, for instance, now categorizes mambos, other Latin American material and many polkas in the pop field. The boost in the use of pops is probably partially due to greater use of high-capacity equipment.

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QUESTION **9:** *Which day of the week do you buy most of your records?*

ANSWER:

Monday	25.8
Thursday	17.8
Friday	15.2
Tuesday	12.7
Wednesday	11.7
Saturday	8.2
Sunday	1.0
Any Day	7.6

COMMENT:

One day of the week—Monday—is by far the heaviest buying day for operators, even tho record buying continues all thru the week and slacks off strongly on Saturday and Sunday. For "one-stops" and distributors, the fact that 25.8 of the operators buy most of their disks on Monday is significant. On this day, one-stops and distribs should be fully prepared with as much point-of-sale promotion as possible. Operators are stocking up, and all sales aids are likely to be fruitful.

QUESTION **10:** *What were your top money-making records during the past six months?*

ANSWER:

POPULAR

1. This Ole House.....Rosemary Clooney.....Columbia
2. I Need You Now.....Eddie Fisher.....Victor
3. Mr. Sandman.....Chordettes.....Cadence
4. Hey, There.....Rosemary Clooney.....Columbia
5. Hearts of Stone.....Fontane Sisters.....Dot

COUNTRY & WESTERN

1. I Don't Hurt Anymore.....Hank Snow.....Victor
2. One by One.....Red Foley & Kitty Wells.....Decca
3. More and More.....Webb Pierce.....Decca
4. Even Tho.....Webb Pierce.....Decca
5. Loose Talk.....Carl Smith.....Columbia

RHYTHM & BLUES

1. Earth Angel.....Penguins.....Dootone
2. Shake, Rattle and Roll.....Joe Turner.....Atlantic
3. Hearts of Stone.....Charms.....DeLuxe
4. Shake, Rattle and Roll.....Bill Haley.....Decca
5. Tweedle Dee.....Lavern Baker.....Atlantic

OLD FAVORITES

1. In the Mood.....Glenn Miller.....Victor
2. Boogie Woogie.....Tommy Dorsey.....Victor
3. Melody of Love.....Billy Vaughn.....Dot
4. My Happiness.....Mulcays.....Cardinal
5. Smile.....Johnny Maddox.....Dot

COMMENT:

Listed above, in order of their importance, are the records which were top money-makers for operators during the past six months in the pop, c.&w. rhythm & blues and old favorite categories. The 20 disks listed are spread among only eight labels, of which three are majors. It is interesting to note that altho the label spread is by no means large, indies nevertheless are represented in each of the categories with the exception of country and western. Thus, Cadence and Dot, with the Chordettes' "Mr. Sandman" and the Fontane Sisters' "Hearts of Stone," are in the pop list. In rhythm & blues, a field where the indies are traditionally strong, four of the five disks listed belong to them, namely: Penguins' "Earth Angel" on Dootone; Joe Turner's "Shake, Rattle and Roll" on Atlantic; the Charms' "Hearts of Stone" on DeLuxe, and Lavern Baker's "Tweedle Dee" on Atlantic. Among old favorites, Dot shows up with two, Billy Vaughn's "Melody of Love" and Johnny Maddox's "Smile," and Cardinal with the Mulcays' "My Happiness."

QUESTION **11:** *Who are the favorite artists or bands in your locations?*

POPULAR

ANSWER:

1. Eddie Fisher.....Victor
2. Perry Como.....Victor
3. Patti Page.....Mercury
4. Rosemary Clooney.....Columbia
5. Teresa Brewer.....Coral

COUNTRY & WESTERN

1. Webb Pierce.....Decca
2. Hank Snow.....Victor
3. Eddie Arnold.....Victor
4. Carl Smith.....Columbia
5. Red Foley.....Decca

RHYTHM & BLUES

1. Ruth Brown.....Atlantic
2. Johnny Ace.....Peacock
3. Roy Hamilton.....Epic
4. Charms.....DeLuxe
5. Midnighters.....Federal

OTHERS

1. Glenn Miller.....Victor
2. Johnny Maddox.....Dot
3. Guy Lombardo.....Decca
4. Bill Haley.....Decca
5. Ames Brothers.....Victor

COMMENT:

Favorite artists and bands in operators' locations, according to the poll, are spread over 11 labels. Results are listed above in the various categories, with the talent appearing in order of importance. Victor scores one and two in the pop division with Eddie Fisher and Perry Como; Decca takes the country and western top spot with Webb Pierce, and Atlantic scores No. 1 in rhythm and blues with Ruth Brown. Here again, the r&b listing reflects the dominance of the indies, for there's not a major label represented in the list.

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Enables operators to buy good used Seeburg M100-A's, and upgrade locations.

ONLY 45 RPM PLAY GIVES OPERATORS

. . . Advantages of Disk Price Reduction
. . . Better Sound Reproduction
. . . Longer Record Wear
. . . Less Storage Space
. . . Opportunity to Ease Into Dime Play thru 45 EP's!

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FOR COMPLETE DETAILS, FILL OUT AND RETURN THIS COUPON NOW!

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O.K. . . . Show me how I can convert my Seeburg M 100-A to 45 rpm play . . . and pay for conversion out of record costs! Please rush information to:

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OUR DISTRIBUTORS

ATLANTA, GEORGIA
Southland Distributing Corp.
3411 Edgewood Ave. S. E.

BALTIMORE, MARYLAND
Mangold Distributing Co.
211 So. Eutaw

BOSTON, MASSACHUSETTS
Music Suppliers of New England
263 Huntington Ave.

BUFFALO, NEW YORK
Melody Distributing Corp.
881 Main St.

CHARLOTTE, NORTH CAROLINA
Mangold Distributing Co.
2212 W. Morehead St.

CHICAGO, ILLINOIS
M & S Distributing Co.
2009 South Michigan Ave.

CINCINNATI, OHIO
State Record Distributor
920 Race St.

CLEVELAND, OHIO
Cosnat Distributing Corp.
1233 West Ninth St.

DALLAS, TEXAS
Big State Distributing Co.
137 Glass St.

DENVER, COLORADO
Davis Sales Company
1724 Arapahoe St.

DETROIT, MICHIGAN
Cosnat Distributing Corp.
3727 Woodward Ave.

HOUSTON, TEXAS
South Coast Amusement Co.
314 East 11th St.

LOS ANGELES, CALIFORNIA
Diamond Distributing Co.
2990 West Pico Blvd.

INDIANAPOLIS, INDIANA
Indiana State Record Dist. Co.
1325 No. Capitol

MADISON, WISCONSIN
Teii Music Distributing Co.
2702 Monroe St.

MEMPHIS, TENNESSEE
Music Sales Co.
1117 Union Ave.

MIAMI, FLORIDA
Pan American Distributing Co.
3401 N. W. 36th St.

MINNEAPOLIS, MINNESOTA
Lieberman Music Co.
25 Plymouth Ave., North

NASHVILLE, TENNESSEE
Music City Record Distributors
80 Lafayet St.

NEWARK, NEW JERSEY
Cosnat Distributing Corp.
278 Halsey St.

NEW ORLEANS, LOUSIANA
The A-1 Record Distributing Co.
640 Baronne St.

NEW YORK CITY, N. Y.
Cosnat Dist. Corp. of New York
315 W. 47th St.

PHILADELPHIA, PENNSYLVANIA
Cosnat Dist. Corp. of Philadelphia
1710 North Street

PITTSBURGH, PENNSYLVANIA
Standard Distributing Co.
1705 Fifth Ave.

ST. LOUIS, MISSOURI
Roberts Record Distributor
1518 Pine St.

SAN FRANCISCO, CALIFORNIA
Melody Sales Co.
444 Sixth Street

SEATTLE, WASHINGTON
C & C Distributing Co.
708 6th Ave., North

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DICK NOEL

The Nation's New Sensation

singing

Two Great Hit Songs

WHEN I'M ALONE

A Number One Promotion of Miller Music Corp.

and

THESE ARE THE THINGS WE'LL SHARE

A Number One Promotion of Famous Music Corp.

Available on 45 and 78 RPM **FRATERNITY #711—**

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First big release on
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COME TO MOA

MORRISON HOTEL
Chicago

March 28
thru
March 30

The Biggest Show Yet...

QUESTION **12:** *Which new artists or bands have the best chance of success in 1955 in your opinion?*

ANSWER:

POPULAR

1. J. P. Morgan .... Victor
2. McGuire Sisters .... Coral
3. Joan Weber .... Columbia
4. De Castro Sisters .... Abbott
5. Crew Cuts .... Mercury

COUNTRY & WESTERN

1. Tommy Collins .... Capitol
2. Faron Young .... Capitol
3. Justin Tubb .... Decca
4. Jim Reeves .... Abbott
5. Webb Pierce .... Decca

RHYTHM & BLUES

1. Penguins .... Dootone
2. Roy Hamilton .... Epic
3. Charms .... DeLuxe
4. Bill Haley .... Decca
5. Five Keys .... Capitol

OTHERS

1. Johnny Maddox .... Decca
2. Crew Cuts .... Mercury
2. Fontane Sisters .... Dot
2. Myrna Lorrie .... Abbott
2. McGuire Sisters .... Coral
2. Joan Weber .... Columbia

COMMENT:

Operators in Question 12 look into their crystal ball and vote for talent, which, in the opinion of the operators, have the best chance of success this year. The above listing, showing the artists in the order of their standing in this section of the poll, is certainly an interesting one. Two facts are uppermost in the list. Firstly, with the exception of Webb Pierce, virtually every artist listed has made the grade in the last one or two years and many of them are very young. Secondly—and, in fact, a corollary of the first point—the list is proof positive that the record business, more that any other facet of show business, finds and develops talent. For with one or two exceptions, all the above artists were nowhere just a short while ago. Another interesting facet of the list is the range of labels represented. Victor, Columbia, Decca, Capitol and Mercury are right in there with upcoming artists. So is Coral, Abbott, Dootone, Epic, DeLuxe and Dot. Neither the majors nor the indies have cornered the talent field, nor is either side likely to.

QUESTION **13:** *To what extent do you use printed title strips (do not include typewritten strips as printed ones)?*

ANSWER:	% of Operators
No printed title strips used	47.9
All title strips are printed	19.1
About ¾ of title strips are printed	15.0
About ¼ of title strips are printed	10.7
About ½ of title strips are printed	7.3
Total	100.0

COMMENT:

It is probable that few operators on direct question would deny the point-of-sale promotional value of printed title strips, let alone the dressed-up appearance they lend to equipment on location. But almost half of all operators still use no printed strips at all. The present figure of 47.9 per cent differs only a fractional percentage point from that of non-users a year ago. Producers of printed title strips still have plenty of virgin territory to exploit.

QUESTION **14:** *(If you use printed title strips) What per cent of the printed title strips you use are received free from manufacturer, distributor or other source?*

ANSWER: An average of 61.2 per cent

COMMENT:

Well over half of all printed title strips used by operators are given them free of charge. In the 1954 survey the average was 42.5 per cent, a considerably lower free list. Two things have probably happened over the past year. Intensified competition for the operator's patronage has impelled many more record sellers to include these promotional plusses with their product. And more operators are making use of them.

QUESTION **15:** *Are you using any EP records on any machines?*

ANSWER:	% of Operators
No	78.8
Yes	21.2

COMMENT:

This question would have had little significance a year ago. But over the past 12 months operators in many sections of the country have begun to use the bonus 45 r.p.m. platters as play stimulators. A bargain appeals to the patron who drops a coin in a phonograph, as much as to any other consumer, and since EP's which are used contain standard material for the most part, their appeal is timeless and the disks remain active producers for long periods of time. A number of manufacturers have recently taken commercial notice of the trend by offering special operator EP packages. These come without retail covers, with some of the production savings passed on to operators.

QUESTION **16:** *If you use EP's are they on dime or nickel play?*

ANSWER:	% of Operators
Dime	48.3
Nickel	44.9
Both	6.8
Total	100.0

COMMENT:

The fact that more operators use more EP's on dime-play machines than on nickel units points up the value of the bonus donut platters in easing the transition to the higher price peg. In some areas now being converted to dime play as many as 30 per cent of all disks stocked in machines are EP's. But the healthy segment of nickel-play EP's (44.9 per cent) show that these records have a programming utility quite apart from smoothing the switch to a higher play price. Of course, operators use many fewer EP's in nickel machines than in dime equipment.

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Buy From One Source—Save Freight Charges.
We Ship Same Day Order Is Received.
Special Requests Promptly Handled.
COMPLETE STOCKS
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AND ALL OTHER LABELS. 78's & 45's
RECORDS
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Phone: (JEfferson 5-4172)
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M-G-M Greets the Music Operators of America!

Biggest Hit of them all

JONI JAMES

HOW IMPORTANT CAN IT BE?

and THIS IS MY CONFESSION

Orchestra conducted by DAVE TERRY

MGM 11919 78 rpm K11919 45 rpm

Clicking

ART MOONEY

HONEY BABE

from the Warner Brothers' Picture "Battle Cry"

and NO REGRETS MGM 11900 78 rpm • K 11900 45 rpm

SURE FIRE HIT!

BETTY MADIGAN

THE WHEELS OF LOVE

and A SALUTE

MGM 11950 78 rpm • K 11950 45 rpm

BILLY ECKSTINE

GIVE ME ANOTHER CHANCE | MORE THAN YOU KNOW

MGM 11948 78 rpm • K 11948 45 rpm

DAVID ROSE

TAKE MY LOVE

from the MGM film "The Glass Slipper"

and LOVE IS ETERNAL MGM 30875 78 rpm • K 30875 45 rpm

DEBBIE REYNOLDS

NEVER MIND THE NOISE IN THE MARKET

and CAROLINA IN THE MORNING MGM 11939 78 rpm K 11939 45 rpm

DICK HYMAN TRIO

THE OLD PROFESSOR | BESAME MUCHO (Kiss Me Much)

MGM 11951 78 rpm • K 11951 45 rpm

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THE GREATEST NAME IN ENTERTAINMENT

HOT SPECIALS!

LEROY HOLMES and his Orchestra

UNCHAINED MELODY

Whistling by Fred Lowery

and

OLIVIA

MGM 11962 78 rpm • K 11962 45 rpm

THE MARION SISTERS

the SIAMESE CAT SONG

and

HE'S A TRAMP

MGM 11963 78 rpm • K 11963 45 rpm

DANNY COSTELLO

MY OWN

and

WE'RE NOT CHILDREN ANYMORE

MGM 11958 78 rpm • K 11958 45 rpm

THE MASCOTS

PLEASE HAVE MERCY

and

DREAMBOAT

MGM 11959 78 rpm • K 11959 45 rpm

ROSALIND PAIGE

I THINK I'LL CRY AGAIN | (I Found You Out) WHEN I FOUND YOU IN SOMEBODY ELSE'S ARMS

MGM 11924 78 rpm • K 11924 45 rpm

RUSH ADAMS

THE ROSE IN HER HAIR | ONLY FOR YOU

MGM 11953 78 rpm • K 11953 45 rpm

HANK WILLIAMS

PLEASE DON'T LET ME LOVE YOU | FADED LOVE AND WINTER ROSES

MGM 11928 78 rpm • K 11928 45 rpm

KAY ARMEN

WONDER WHY | BY CANDLE LIGHT

MGM 11934 78 rpm • K 11934 45 rpm

TOMMY EDWARDS

SERENADE TO A FOOL | IT COULD HAVE BEEN ME

MGM 11932 78 rpm • K 11932 45 rpm

ARTHUR SMITH

YOU'RE HOOKED | MIDNIGHT RAG

MGM 11945 78 rpm • K 11945 45 rpm

The Original Cast Sound Track Album

HIT THE DECK

- Vic Damone
- Jane Powell
- Ann Miller
- Tony Martin
- Debby Reynolds

X 287 M 287 E 3163

Best Selling Album

JONI JAMES

LITTLE GIRL BLUE

X 272 M 272 E 272

Juke Box Distributors

Here's an up-to-date listing of the distributing companies grouped under the manufacturer they represent. Every effort was made to list all authorized distributors as of February 15.

AMI, Inc.
1500 Union Ave., S.E., Grand Rapids 2, Mich.

ATLANTA—Friedman Amusement Co., 441 Edgewood Ace., S.E.
BALTIMORE—General Music Sales Company, Inc., 245 West Biddle St.
BIRMINGHAM—Birmingham Vending Co., 540 Second Ave., N.
BOSTON—Atlas Distributing Co., 1024 Commonwealth Ave.
BUFFALO—Sheldon Sales, Inc., 881 Main St.
CHARLESTON, W. Va.—Roanoke Vending Machine Exchange, Inc., 118 W. Washington St.
CHICAGO—Automatic Phonograph Distributing Co., 806 N. Milwaukee Ave.
CINCINNATI—Southern Automatic Music Co., 1000 Broadway
CLEVELAND—Cleveland Coin Machine Exchange, Inc., 2029 Prospect St.
COLUMRIA, S. C.—Friedman Amusement Co., Inc., 2007 Main St.
DALLAS—State Music Distributors, Inc., 31000 Main St.
DENVER — Mountain Distributors 3630 Downing St.
DETROIT — Miller-Newmark Distributing Co., 5743 Grand River Ave.
DURHAM, N. C.—Steel Music Co., 218 E. Parrish St.
GRAND RAPIDS, Mich.—Miller-Newmark Distributing Co., 42 Fairbanks St., N.W.
HARTFORD, Conn.—Runyon Sales Co., 181 Pleasant St.
HOUSTON—R. Warncka Co., 3445 Leeland
INDIANAPOLIS — Southern Automatic Music Co., 129 W. North St.
JACKSONVILLE, Fla.—Southern Music Distributing Co., 418 Margaret St.
KANSAS CITY—Central Distributors 3314 Main St.
LEXINOTON, Ky.—Southern Automatic Music Co., 1535 Delawara Ave.
LOUISVILLE, Ky.—Southern Antomatic Music Co., 735 Brook St.
LOS ANGELES, Calif.—Badger Sales Co., Inc., 2251 W. Pico Blvd.
MEMPHIS—Southera Amusement Co., 628 Madison Ave.
MIAMI—Southern Music Distributing Co., 1453 S. W. 8th.
MILWAUKEE—Paster Distributing Co., 2606 W. Fond du Lac Ave.
MINERAL WELLS, Tex.—Wallace Distributing Co., 205 Northeast First Ave.
MINNEAPOLIS—Lieberman Music Co., 257 Plymouth Ave., N.
NASHVILLE—Hermitaga Music Co., 74 Lafayette
NEWARK, N. J.—Runyon Sales Co., 221 Frelinghuysen St.
NEW ORLEANS—Dixie Coin Machine Co., 122 N. Broad St.
NEW YORK—Runyon Sales Co., 593 Tenth Ave.
OKLAHOMA CITY—Copeland Distributors, 900 N. Western Ava.
OMAHA—Liebermao Music Co., 809 S. 25th St.
ORLANDO—Southern Music Distributing Co., 503 West Central Ave.
PHILADELPHIA—David Rosen, Inc., 855 N. Broad St.
PHOENIX, Ariz.—Garrison Sales Co., 1000 W. Washinaton St.
PITTSBURGH—Banner Specialty Co., 1508 Fifth Ave.
PORTLAND, Ore.—Dunis Distributing Co., 1003 S.W. Front St.
RICHMOND, Va.—Roanoka Vending Machine Exchange, Inc., 4930 W. Broad St.
ST. LOUIS—Central Distributors, 2315 Olive St.
SALT LAKE CITY—Western States Distributors, 177 E. Second South St.
SAN ANTONIO—R. Warncka Co., 121 Navarro St.
SAN FRANCISCO—Huber Distributing Co., 1118 Howard St.
SEATTLE—Dunis Distributing Co., 100 Elliott St., W.
SPOKANE, Wash.—Dunis Distributing Co., 906 W. Second Ave.
TOLEDO—Cleveland Coin Machine Exchanga, Inc., 1827 Adams St.
TRENTON, N. J.—Runyon Sales Co., 354 S. Warren

EXPORT OFFICE—
AMI, Inc., Export Department, 134 N. LaSalla St., Chicago 2

Foreign Distributors:

ARGENTINA—Vicenta Sirimarco, Maipu 231, Buenos Aires, Argentina
AUSTRIA—Scale-Musik-Automaten, Vienna, Austria
BELGIUM—Simons & Zoon, Offerandestraat 50, Antwerp, Belgium
CANADA—Alian Pullmer Co., 145 Scotia St., Winnipeg, Manitobe.
CANADA—Laniel Amusement Co., 1807 Norte Dame St., W., Momreal, Quebec.
CANADA—Toronto Trading Post, Ltd., 736 Yonga St., Toronto, Ont.
CANADA—Regent Vendiog Machines, Ltd., 779 Bank St., Ottawa, Ont.
COLOMBIA—Fidel Duque Isaza, Medellio, Colombia
COLOMBIA—Nicolas Echeverria & Cia, Manizales, Colombia
COLOMIBA—Ceotral Fonotecnica, Cali, Colombia
COLOMBIA—H. Echevarria y Cie., Lida., Apartado Aereo 704, Barranquilla, Colombia
COLOMBIA—Hugo Gaviria B., Ibaque, Colombia
COLOMRIA—Jaime Londono A., Pereira, Colombia
COLOMBIA—Importadora Eatra Ltda., Bogota, Colombia
COSTA RICA—Reoben & Co., Apartado 547, Sao Jose, Costa Rica
CUBA—Importadora de Mecanismos Musicales S. A., Ayesteraa No. 170, Habana, Cuba
DENMARK—Oscar Siesbye A/S, 5 Palaisgade, Copenhagen, K, Denmark
ENOLAND—Automatic Musical Instruments (Oreat Rritain) Ltd., London, England
PRANCE—Automatic International, Paris, Franca
GERMANY — Firma Helmut Rehbock, Baumwall 6-10, Hamburg 11, Germany
GUATEMALA—Zaid, de Leon & Cla. S. C., 7a, Ave Norta No. 10-B, Guatemala
HAITI—Oeneral Trading Co., S.A., Port-au-Prince, Haiti
HONDURAS—Vude Canahuati, Sag Perdo de Sula, Hondruaa
MEXICO—Bolivar Radio, Bolivar 14, Mexico, D. F.
MEXICO—Milla Panoram S de R. L., Rep. de Chile No. 14, Mexico 1, D. F.
NICARAOUA—Miguel G. Hernandez, 5a. Calle S. E. No. 504, Managua, Nicaragua
PANAMA—Agencia Panamusica, Ltda., Panama, Panama
PERU—Panamusica, S.A., Lima, Pera
PHILIPPINES—Suter, Inc., Manila, Philippines
PUERTO RICO—J. Romero, Inc., Ponce de Leon 1663, Parada 24½, Santurce, Puerto Rico
SALVADOR—Distribuidora Electrica, Ruben Dario No. 32, San Salvador, El Salvador
SWEDEN—Aktiebolaget Serano, Tullinge (Stockholm), Swaden
SWITZERLAND—Padarex S/A, Saint Martin 12, Lausanne, Switzerland
VENEZUELA—Mercantil Lara S. A., Carrara, 21, No. 25-81, Barquisimeto
VENEZUELA—Cades C. A., Edificio Beoo, Caracas
VENEZUELA—Casa Lujan, Medero a Bucare No. 148, Caracaa
VENEZUELA—Comercial Rodriquez, Abanico a Socorro 51-2, Caracas
VENEZUELA—Distribuidora Jasalco C. A., Edificio Villa Blanca, El Conde, Caracas
VENEZUELA—Almacenes D'Elia, El Tigre
VENEZUELA—Comercial Cestari, Carretera Negra, Puerto La Cruz
VENEZUELA—S. A. Comercial Antonio tera, Negra, Puerto La Cruz
VENEZUELA—Sr. Oarman Pacheco, Maracaibo, Venezuela
VENEZUELA—H. S. Rincon, Maracaibo, Venezuela
VENEZUELA—S. A. Comercial Antonio Hidalgo, Calle 98 No. 97-44, Valencia

Rock-Ola Manufacturing Co.
800 N. Kedzie Ave., Chicago 51

ALBUQUERQUE, N. M.—Border Sunshine Novelty, 2919 N. Fourth St.
ATLANTA—Robinson Distributing Co., 301 Edgewood Ave., S. E.
BALTIMORE—Eastern Vanding Sales Co., Inc., 940-2 Linden Ave.
BLOOMINGTON, Ill.—Gilbert Music Co., 108 S. Center
BOSTON—Music & Television Corporation, 1119 Commonwealth Ava.
BUCHANAN, Mich.—Fabiano Amusement Co., 208 E. Dewey Ave.
BUTTE, Mont.—H. B. Brinck, 825 E. Front St.
CHARLOTTE, N. C.—Le Stourgeon Distributing Co., 2828 South Blvd.
CHICAGO—World Wide Distributors, Inc., 2330 N. Western Ave.
CINCINNATI—Marmer Distributing Co., 1519 Central Parkway
CLEVELAND—Lake City Amusement Co., 4533 Payne Ave.
DENVER—Modern Distributing Co., 3222 Tejon St.
DETROIT—Brilliant Music Co., 19963 Livernois Ave.
ELIZABETH, N. J.—Seacoast Distributors, Inc., 1200 North Ave.
ORETNA, La.—Huey Distributing Co., 335 Huey P. Long Ave.
INDIANAPOLIS — Calderon Distributing, 450 Massachusetts Ave.
JACKSON, Miss.—Capitol Music Distributing Co., 135 E. Amite St.
JACKSONVILLE, Fla.—Ross Distributing Co., 90 Riverside Ave.
JOHNSON CITV, Tenn.—Coin Automatic Music, Inc., 241 West Main St.
KANSAS CITY, Mo.—Uni-Con Distributing Co., 3410 Maio St.
LOUISVILE—H. M. Branson, Distributing Co., 811 E. Broadway
MEMPHIS—S & M Sales Co., Inc., 1074 Unioa Ave.
MIAMI—Ross Distributing Co., 3401 N. W. 36th St.
MILWAUKEE—Badger Novelty Co., 2546 N. 30th St.
MOLINE, Ill.—H & H Music, 1626 Third Ave.
MONTGOMERY, Ala.—Franco Distributing Co., 24 N. Perry
NEW YORK, N. V.—Seacoast Distributors, Inc., 594 Tenth Ave.
OMAHA—H. Z. Vending & Sales Co., 1205 Douglas St.
PHILADELPHIA—S & K Distributing Co., 808 N. Broad
PITTSBURGH—B. D. Lazar Co., 1635 Fifth Ave.
PORTLAND, Ore.—Western Distributors, 1226 S.W. 16th Ave.
RICHMOND, Va.—Wertz Music Supply Co., 1013 E. Cary St.
ST. LOUIS—J. Rosenfeld Co., 3218 Olive St.
ST. PAUL—La Beau Novelty Sales Co., 1946 University Ave.
SALT LAKE CITY—Dan Stewart, Inc., 140 E. Second, S.
SAN ANTONIO—Phono-Vend of Texaa, 1023 Basse Road
SAN FRANCISCO—Osborn Distributing Co., 278 Sixth St.
SEATTLE—Puget Sound Novelty Co., 114 Elliott Ave., W.
TUCSON, Ariz.—Paul W. Hawkins, 329 E. Seventh St.
YOUNGSTOWN, O.—Dixon Distributing Corp., 3808 Southern Blvd.
LOS ANGELES—Irving Bromberg Co., 8313½ West Third St.
NEW YORK—K.I.D., Inc., 395 Broadway
NEW YORK—Messner-Hirth Export Corp., 458 Broadway
LOS ANGELES—D. Philip & Company, 6516 Whittier Blvd.
PATERSON, N. J.—Rondad Contracting & Purchasing Co., P.O. Box 1806
CHICAGO—Cesar R. Saodoval & Co., 6405 S. Keating Ave.

Foreign Distributors:

BELGIUM—Brabo, Kronenburgstreet 55, Antwerp, Belgium
BELGIUM—La National, 60, Avenue de Jetta, Brussels, Belgium
CANADA—R. C. French & Co., 2818 W. 4th Ave., Vancouver 8, B. C., Canada
CANADA—William Pound Agencies, 68 Water Street, St. John's, Newfoundland, Canade
CANADA—Lawrence Novelty Co., 540 Boucher St., Montreal, Que.
CANADA—Kirka Novelty Co., 225 East King St., Toronto, Ont.
CANADA—Winnipeg Coin Machioa, 692 Main Street West, Winnipeg, Man.
CHILE—Nicolas Chapanos, Iodepencia 3215, Santiago, Chile
COLOMBIA—Simon Valasco & Co., Calle 17, No. 9-16, Pereira, Colombia
COSTA RICA—Valeriano Mirando, Apartado 1893, Son Jose, Costa Rica
CUBA—Roberto Ros, Apartado 107, Santiago, Cuba
CUBA—Equipos Musicales, San Rafael 874, La Habana, Cuba
ECUADOR—German Proano, Apartado 2224, Quito, Ecuador
DOMINICAN REPUBLIC—Ing. Ignacio Agramonte, P. O. Boa 672, Ciudad, Trujillo, Dominican Republic
GERMANY—Nova Semperstrasse 26, Hamburg 39, Germany
GUAM—Guam Coin Amusement Co., P. O. Box 466, Agana
GUATEMALA—A. Sandaval De Nicol, 7A Avenue y 10A Calle, Guatemala City, Guatemala
HONDURAS—Curacao Trading Co., S.A., P. O. Box 62, San Pedro Sula, Honduras
HONDURAS—Juao Kawas & Co., Apartado Postal No. 95, La Celba, Honduras
HONDURAS—Juan Kawas & Co., Apartado Postal No. 99, La Cieba, Honduras
MEXICO—Industria Nacionales de Sonido, S.A., Calzade Mexico Xochimilco No. 4861, Mexico 22, D.F., Mexico
MEXICO—Industria Nacionales de Sonido, S. A., No. 4861 (Kilometro 17), Colzada Mexico, Xochimilco, Mex.
NEWFOUNDLAND—William Pound Agencies, 68 Water St., P. O. Box 2051, St. John's, Newfoundland
NICARAGUA—Miguel G. Heraandez, Apartado 235, Managua Nicaragua
PUERTO RICO—R. Quiles Santiago, Calle San Juan N. 912, Santurce
SALVADOR—Almacen Las Americas, S.A., Edificio Las Americas, San Salvador, El Salvador
SWITZERLAND, SWEDEN, NORWAY — Nova, Rarmberkerstrasse 26, Hamburg 39, Germany
VENEZUELA—La Commercial Prosperi, Barcenas a Rio, Building "SADIA," Caracas, Venezuela

J. P. Seeburg
1500 N. Dayton St., Chicago 22

ALBANY, N. Y.—Davis Distributing Corp., 1056 Broadway
ATLANTA—Sparks Specialty Co., 104 Edgewood Ave., N.E.
BALTIMORE—The Musical Sales Co., 140 W. Mt. Royal Ave.
BIRMINGHAM—Wolfa Distributing Co., Inc., 2217 Sixth Ave., S.
BOSTON—Trimount Automatic Sales Corp., 40 Waltham St.
BUFFALO—Davis Distributing Corp., 875 Main St.
CHARLOTTE, N. C.—Music Distributors, Inc., 801 S. Cedar St.
CHICAOO—Atlas Music Co., 2122 N. Western Ave.
CINCINNATI—Shaffer Music Co., 1200 Walnut St.
CLEVELAND—Music Systems, Inc., 2600 Euclid Ave.
COLUMBIA, S. C.—Sparks Specialty Co., 2608 Main St.
COLUMBUS, O.—Shaffer Music Co., 849 N. High St.
DALLAS—S. H. Lynch & Co., 2900 Oaston Ave.
DENVER—R. P. Jones Co., 1314 Pearl St.
DES MOINES—Atlas Music Co. of Iowa, 221 Nioth St.
DETROIT—Music Systems, Inc., Michigao, 10217 Linwood Ava.
EVANSVILLE, Ind.—S. L. Stiebel Co., 105-7 N. W. Sixth St.
FAYETTEVILLE, N. C.—Music Distributors, Inc., 213-15 Franklin St.
HARTFORD, Conn.—Atlantic Connecticut Corp., 790 Albany Ave.
HOUSTON—S. H. Lynch & Co., Inc., 910 Calhoun St.
INDIANAPOLIS—Shaffer Music Co., 1327 N. Capitol Ava.
JACKSONVILLE, Fla.—Wolfe Distributing Co., 459 Riverside Ave.
KANSAS CITY, Mo.—W. B. Music Co., Inc., 2900 Main St.
LANSING, Mich.—Music Systems, Inc., Michigan, 1224 Turner Ave.
LOS ANOELES—Minthorne Music Co., 2916-20 W. Pico Blvd.
LOUISVILLE—S. L. Stiebel Co., 635 W. Main St.
MEMPHIS—Sammons-Pennington Co., 1049 Union Ava.
MILWAUKEE—S. L. London Music Co., Inc., 3130 W. Lisbon Ave.
MINNEAPOLIS—S. L. London Music Co., Inc., 2605-7 Hennepin Ave.
NASHVILLE—S. L. Stiebel Co., 313 Seventh Ave., S.
NEWARK, N. J.—Atlantic New Jersey Corp., 772 High St.
NEW ORLEANS—Lynch & Zander Co., 832 Baroone St.
NEW YORK—Atlantie New York Corp., 583 Tenth Ave.
OKLAHOMA CITY—Dickson Distributing Co., 631 California Ave.
PHILADELPHIA — Atlantic Pennsylvania Corp., 334-6 N. Broad St.
PHOENIX, Ariz.—Minthorna Music Co., 611 W. Washington St.
PITTSBURGH—Atlas Music Co., 2231 Fifth Ave.
PORTLAND, Ore.—R. P. Jones Co., 1200 S. E. Morrison
ROCHESTER, N. Y.—Davis Distributing Corp., 317-319 Alexander St.
ST. LOUIS—W. B. Distributors, Inc., 1012 Market St.
SALT LAKE CITY—R. F. Jones Co., 127 E. Second St., S.
SAN ANTONIO—S. H. Lynch & Co., Inc., 414 Dolorosa
SAN FRANCISCO—R. F. Jones Co., 1263 Mission St.
SEATTLE—R. F. Jones Co., 2600 Second Ave.
SYRACUSE—Davis Distributing Corp., 738 Erie Blvd., E.
TOLEDO—Music Systems, Inc., 1302 Jackson Ave.

EXPORT OFFICE—American Steel Export Co., Inc., 347 Madison Ave., New York 17

Foreign Distributors:

CANADA—R. C. Gilchrist, Ltd., 1166 Bay St., Toronto, Ont.
CANADA—R. C. Gilchrist (Quebec), Ltd., 1316 Notra Dame St., W., Montreal 3, Que.
CANADA—R. C. Gilchirst, Ltd., 2487 Commercial Dr., Vancouver, B. C.

The Rudolph Wurlitzer Co.
North Tonawanda, N. Y.

ALBANY, N. Y.—Bilotta Distributing Corp., 1120 Broadway
ALLSTON, Mass.—Redd Distributing Co., Inc., 298 Lincoln St.
AUGUSTA, Ga.—Crown Music Co., Inc., 631 11th St.
BALTIMORE—The Winters Distributing Co., 1713-5 Harford Ave.
BUFFALO—Century Distributors, Inc., 1221-3 Main St.
CHARLESTON, W. Va.—Cruze Distributing Co., Inc., 105 Virginia St., W.
CHARLOTTE, N. C.—Brady Distributing Co., 522 E. Trade St.
CHICAGO—Coven Music Corp., 3181 N. Elston Ave.
CINCINNATI—T & L Distributing Co. 1663 Central Pkwy.
CLEVELAND—Northern Music, Inc., 2006 Prospect Ava.
COLUMBUS, O.—Northern Music, Inc., 622 W. Broad St.
DALLAS—Commercial Music Co., Inc., 1550 Edison
DETROIT—Angott Distributing Co., Inc., 2616 Puritan Ave.
DENVER—Draco Sales Co., 2005 W. Alamede
DES MOINES—Sandler Distributing Co., 110 11th St.
HOUSTON—Steele Distributing Co., 3300 Louisiana St.
INDIANAPOLIS—Coven Music Corp., 1301 N. Capitol Ave.
JACKSONVILLE, Fla.—Bush Distributing Co., 60 Riverside Ave.
KANSAS CITY, Mo.—Mid-West Distributors, 709 Linwood Blvd.
LOS ANOELES—Sierra Distributing Co., 2775 W. Pico Blvd.
LOUISVILLE — Co-operative Distributing Co., 234 West Jefferson St.
MEMPHIS—Williams Distributing Co., Inc., 1117 Union Ave.
MIAMI—Bush Distributing Co., 286 N. W. 29th St.
MILWAUKEE—United, Inc., 4227 W. Vliet St.
MINNEAPOLIS—Sandler Distributing Co., 405 Plymouth Ava. N.
NASHVILLE—Rock City Amusement Co., 108 Lafayetta St.
NEWARK, N. V.—Bilotta Distributing Co., 224 N. Main St.
NEW ORLEANS—F. A. B. Distributing Co., 1019 Baronne St.
NEW YORK—Young Distributing Inc., 599 Tenth Ave.
OKLAHOMA CITY—Culp Distributing Co., 614-6 W. Grand Ave.
OMAHA—Central Music Distributing Co., Inc., 1209 Douglas
PHILADELPHIA—Active Amusement Machines Co., 666 N. Broad St.
PITTSBURGH—Music Distributing Co., 2001 Fifth Ave.
RICHMOND, Va.—O'Connor Distributors, Inc., 2320 W. Main St.
ST. LOUIS—Brandt Distributing Co. Inc., 1809-11 Olive St.
SAN ANTONIO—Commercial Music Co., Inc., 1415 S. Flores St.
SAN FRANCISCO—Emarcy Distributing Co., 348 Sixth St.
SEATTLE—Northwest Sales Co., 3150 Elliott Ave.
TUCSON, Ariz.—Canyon States Distributing Co., 301 E. 7th St.
WICHITA, Kan.—United Distributors, 513 E. Ceotral

Foreign Distributors:

AFRICA—C. Bothener & Sons, Ltd., 80 St. Georges St., Cape Town, South Africa
AFRICA—C. Bothener & Son, Ltd., Cavendish Chambers, 183 Jeppe St., Johannesburg, South Africa.
AFRICA—Jose Cesar Vasconcellos, P. O. Box 953, Lourence Marques Mozambique, Portuguese East Africa
ARGENTINA—Carlos Touche, Entro Rios 631, Ruenos Aires, Argentina
ARUBA—J. A. Nieuw, P. G. Box 84, Oranjestad, Aruba, N. W.
BELGIUM—Elspor-Belge, Appelmastraat 2, Antwerpen, Aovers, Belgium
BELGIUM—Elspor-Belege, 26 rue du Lombard, Brussela, Belgium
(Co-ordinating address in New York: Elspor, Inc., 36 W. 25th St., New York 10)
BOLIVA—Arauco Prado & Cla., S. A. Calle Loayza 67-71, La Faz, Bolivia
CANADA—Siegel Distributing Co., Ltd., 637 Younge St., Toronto, Ont.
CANADA—Siegel Distributing Co., Ltd., 2095 Notra Dame St., W. Montraal, Que.
CANADA—Siegel Distributing Co., Ltd., 40 Powell St., Vancouver, B. C.
COLOMBIA—Felix de Bedout e Hijos Sucs., Apartados Aareo 760, Medelin, Colombia
COLOMBIA — Foto Velasco, Apartado Aerao 290, Barranquilta, Colombia
(Co-ordinating address in New York: De Bedout Bros., 11 W. 42nd St., New York)
COLOMBIA—Importadores, Aliados Ltda., Carrera 5a No. 21-34, Cali, Colombia
COLOMBIA — Importaciones Cabo Ltda., 34-41 Carrera 13, Bogota, Colombia
CUBA—Bush Distributing Cia, Nuevo Distribuidora Internacional de Musica, S.A., Calle Zadaja de Ayesterea 401, Havana, Cuba
DOMINICAN REPUBLIC—Caribbean Motors Co., C. por A., Apartado No. 52, Ciudad Trujillo, Dominican Republic
FRANCE—Franco Americainc, Distribution Automatique, 32 rue Rodier, Paris, Franca
FRENCH MOROCCO—Casablanca Amusement Co., 15, rue de Lillè, Casablanca, French Morocco
GUAM—Rogan & Co., P. O. Box 4181, Village Station, Los Aogeles, Calif.
GERMANY — Gustav Huseman, Komodienstr. 32/34, Koln/Rhain, Germany
GUATEMALA — M. A. Mena, 11 Calle Orienta No. 4, Guatemala City, Guatemala
HAITI—Frank W. Wilson, P. O. Box 1323, Rue des Casernes, Port-au-Prince, Haiti
HONDURAS — Casa Carlos A. Zuniga, Tegucigalpa, D. C. Honduras, C. A.
HONDURAS—Santiago Castillo, P. O. Boa 69, Belize, Br. Honduras
ITALY—Societa per las Distribucionc in Italia, del Pradotti Wurlitzer, Piazza Barbarini 52, Rome, Italy
ITALY—Musicalradio, Via delle Convertita 22 22, Rome, Italy
JAPAN—Duaham & Smith Inc., Nikkatsu International Bldg., Central P. O. Box 1041, Tokyo, Japan
MEXICO—Casa Riojas, Rosaa Morena No. 87, Mexico 4, D. F. Mexico
NETHERLANDS WEST INDIES—A. D. Nieuw, Kerkstraat 28, Willemstad, Curacao, N. W. I.
NETHERLANDS WEST INDIES—J. A. Nieuw, P. O. Box 84, Oranjestad, Aruba, N. W. I.
NETHERLANDS—Klaas Roos, Insulindestraat 208, Rotterdam, Netherlands
NICARAGUA—J. C. Martinez y F. A. Meodicta Cia., Apartado 74, Managua, Nicaragua
PANAMA—Guardia & Cia., S. A, Apartado Postal 481, Panama City, Panama
PHILIPPINES—Felipe Yupangco & Sons, Bonifacio Drive at 13th St., Port Area, Manila, Philippine Islands
PERU—Peschiera Hnos. Cia., Ltd., S.A., Avenido Mariscal Benavides 1013, Lima, Peru
PUERTO RICO—Borinquen Music Corp., 308 Salvador Brau St., San Juan, Puerto Rico
SALVADOR—Jose Gadala Maria Hijos A Co., Santa Ana, El Salvador
SWITZERLAND—Pianohaus Eckenstein, A. G., Nadelberg 20, Basel, Switzerland
VENEZUELA—Bechofer Brothers, Inc., 25 Beaver St., New York 4
VENEZUELA — Bechofer Brothers, Inc., Monzon a Barceoas 126 C., Caracas, Venezuela
VENEZUELA—Commercial Jaeger S. A., La Casa del Radio, Apartado No. 228, Maracaibo, Venezuela

One-Stops

ALABAMA
Mobile
Avenue Supply Co.
907 Davis Ave.

ARIZONA
Phoenia
One Stop Record Shop
1338 E. Van Buren

ARKANSAS
Little Rock
Moses Melody Shop
303 Main St.

CALIFORNIA
Anaheim
Narath Music Co.
157 West Center Ave.
Bakersfield
Kero Amusement
919 California Ave.
San Jacqnin Music Co.
1929 Uoion
Los Angeles
California Music Co.
2490 West Pico Blvd.
Leuenhagen's
2277 West Pico Blvd.
Western Music Co.
3014 West Pico Blvd.
Merced
Record Rendezvous
356 17th St.
Oakland
Fred Blakeney
5667 Shafter Ave.
Jack Kingston
426 13th St.
Sacramento
Record Supply
Attn.: Russ Solomon
2518 16th St.
Sao Bernardino
Braviroff's
1170 E St.
San Diego
E. E. Paterson
3386 30th St.
Ratner Electric
745 S. Broadway
San Francisco
Dan Shea
272 6th St.

COLORADO
Denver
Mountain Distributors
3630 Downing

WASHINGTON, D. C.
Quality Music
1836 7th St., N.W.
Super Enterprisea
1245 9th St., N.W.

FLORIDA
Jacksonville
Dixie Music Shop
119 Laura St.
Miami
Budisco
286 N.W. 29th St.
Southland Appliancas
1674 N.W. 36th St.

GEORGIA
Atlaota
Central Record Shop
98 Decatur St.

ILLINOIS
Chicago
A. B. Record Sales
2854 W. Roosevelt
Little Al's
3236 Lawrence Ave.
Music Box
1301 W. 79th St.
Sids Ooe Stop
4632 Cottaga Grove Ave.
Singer One Stop
1820 W. Chicago Ave.
Peoria
Peoria Record One Stop
315 E. State St.

(Continued on page 86)

THE ORIGINAL!

THE ORIGINAL RECORD
THAT STARTED IT ALL—
NOW RELEASED BY DECCA

FOOLISHLY YOURS

THE ORIGINAL RECORDING BY

LEE RAYMOND

29492 • 9-29492

America's Fastest Selling Records

DECCA RECORDS

'55 MOA Exhibitor Roster

Following is a list of exhibitors at the 1955 MOA Convention. Their booth numbers are in parentheses after the company name.

A.B.T. MANUFACTURING CO. (35)
715-723 North Kedzie Avenue
Chicago 12

AMI, INC. (7)
1500 Union Avenue, S.E.
Grand Rapids 2, Mich.

AUTO-PHOTO CO. (31)
1444 South San Pedro
Los Angeles

BALLY MANUFACTURING CO. (58-59)
2640 Belmont Avenue
Chicago 17

THE BILLBOARD PUBLISHING CO. (21)
188 West Randolph Street
Chicago

BROADCAST MUSIC, INC. (44-47)
589 Fifth Avenue
New York 17

CAPITOL PROJECTOR CORP.
556 West 52d Street
New York

CAPITOL RECORDS (25)
1507 North Vine Street
Hollywood

CASH BOX (10)
32 West Randolph Street
Chicago 1

COLUMBIA RECORDS, INC. (14)
1473 Barnum Avenue
Bridgeport 8, Conn.

CORAL RECORDS, INC. (16)
48 West 57th Street
New York 19

DECCA RECORDS (22)
50 West 57th Street
New York 19

DOT RECORDS (15 & 17)
Callatin, Tenn.

DOUBLE AA RECORD CO., INC. (57)
1697 Broadway
New York 19

DOWNBEAT (9)
2001 Calumet Avenue
Chicago

GRAND OLE OPRY (8)
771 Elysian Field Road
Nashville

INTERNATIONAL MUTOSCOPE CORP. (27-28)
4404 11th Street
Long Island City, N. Y.

J. H. KEENEY & CO., INC. (32-33)
2600 West 50th Street
Chicago

BERT LANE CO., INC. (6,000)
1860 N.E. 146th Street
North Miami, Fla.

LONDON RECORDS, INC. (50)
539 West 25th Street
New York

M-G-M RECORDS (13)
701 Seventh Avenue
New York 36

MOA HEADQUARTERS
3018 East 91st Street
Chicago 17

MERCURY RECORD CORP. (12)
35 East Wacker Drive
Chicago

NATIONAL JUKE BOX MUSIC, INC. (20)
1650 Broadway
New York

NATIONAL REJECTOR CO. (1-2-3)
5100 San Francisco Avenue
St. Louis

PERMO, INC. (11)
6415 North Ravenswood Avenue
Chicago

RCA VICTOR RECORDS (24)
630 Fifth Avenue
New York

ROCK-OLA MANUFACTURING CORP. (5)
800 North Kedzie Avenue
Chicago 31

J. P. SEEBURG CORP. (6)
1510 Dayton Street
Chicago 11

SENTINEL RADIO CORP. (30)
2100 Dempster Street
Evanston, Ill.

STAR TITLE STRIP CO. (19)
2001 Fifth Avenue
Pittsburgh

WATCO RECORDS (53)
1674 Broadway
New York

WILLIAMS MANUFACTURING CO. (38 & 41)
4242 West Fillmore Street
Chicago 24

RUDOLPH WURLITZER CORP. (4)
North Tonawanda
New York

LABEL "X" (23)
155 East 24th Street
New York

All-Time Juke Box Favorites

(The million-record sellers excluding seasonal records)

TITLE and ARTIST	LABEL
Amapola—Jimmy Dorsey	Decca 25120
Anna—Sylvano Mangano	M-G-M 11457
Anniversary Song—Al Jolson	Decca 23714
Anytime—Eddie Fisher	RCA Victor 20-4359
Ballerina—Vaughn Monroe	RCA Victor 20-2433
Because—Perry Como	RCA Victor 20-2653
Because of You—Tony Bennett	Columbia 39362
Beer Barrel Polka—Will Glahe	RCA Victor 25-1009
Begin the Beguine—Artie Shaw	RCA Victor 20-1551
Be My Love—Mario Lanza	RCA Victor 10-1561
Blue Skirt Waltz—Frank Yankovic	Columbia 12534
Blue Tango—Leroy Aaderson	Decca 27875
Bouquet of Roses—Eddy Arnold	RCA Victor 20-2806
Boogie Woogie—Tommy Dorsey	RCA Victor 26054
Buttons and Bows—Dinah Shore	Columbia 38284
California Here I Come—Al Jolson	Decca 23612
Chattanooga Choo Choo—Glenn Miller	RCA Victor 20-2410
Chattanoogie Shoe Shine Boy—Red Foley	Decca 46205
Choo Choo Ch' Boogie—Louis Jordan	Decca 23610
Ciribiribin—Harry James	Columbia 37141
Cocktails for Two—Spike Jones	RCA Victor 20-1628
Come On-A My House—Rosemary Clooney	Columbia 1383
Cruising Down the River—Blue Barron	M-G-M 10346
Cry—Johnnie Ray	Columbia 39659
Cry of the Wild Goose—Frankie Laine	Mercury 5363
Deep in the Heart of Texas—Horace Heidt	Columbia 36525
Don't Fence Me In—Bing Crosby	Decca 23484
Don't Let the Stars Get in Your Eyes—Perry Como	RCA Victor 20-5064
Glow Worm—Mills Brothers	Decca 28384
Goodnight, Irene—Weavers	Decca 27077
Gypsy—Ink Spots	Decca 23936
Heartaches—Ted Weems	Decca 25017
How High the Moon—Les Paul-Mary Ford	Capitol 1451
Hubba Hubba (Dig You Later)—Perry Como	RCA Victor 20-1750
I Apologize—Billy Eckstine	M-G-M 10903
I Believe—Frankie Laine	Columbia 39938
I Went to Your Wedding—Patti Page	Mercury 5899
If I Knew You Were Comin'—Eileen Barton	Mercury 5392
I'm Looking Over a Four Leaf Clover—Art Mooney	M-G-M 10119
I'm Walking Behind You—Eddie Fisher	RCA Victor 20-5293
In the Mood—Glenn Miller	RCA Victor 20-1753
Into Each Life Some Rain Must Fall—Ella Fitzgerald-Ink Spots	Decca 23356
It's in the Book—Johnny Standley	Capitol 2249
I've Heard That Song Before—Harry James	Columbia 37521
Jezebel—Frankie Laine	Columbia 39367
Jingle, Jangle, Jingle—Kay Kyser	Columbia 36604
Jumpin' Jive—Cab Calloway	Columbia 5005
Kalamazoo—Glenn Miller	RCA Victor 27-0026
Kaw-Liga—Hank Williams	M-G-M 11416
Laura—Woody Herman	Columbia 36785
Little Bird Told Me, A—Evelyn Knight	Decca 24514
Loveliest Night of the Year—Mario Lanza	RCA Victor 10-3300
Lovesick Blues—Hank Williams	M-G-M 30636
Lucky Old Sun—Frankie Laine	Mercury 5316
Mam-selle—Art Lund	M-G-M 10011
Manana—Peggy Lee	Capitol 15484
Marie—Tommy Dorsey	RCA Victor 25523
Maybe You'll Be There—Gordon Jenkins	Decca 24403
Mocking Bird Hill—Les Paul-Mary Ford	Capitol 1373
Mule Train—Frankie Laine	Mercury 5345
My Foolish Heart—Billy Eckstine	M-G-M 10623
My Heart Cries for You—Guy Mitchell	Columbia 39740
Nature Boy—Nat (King) Cole	Capitol 15054
Now Is the Hour—Bing Crosby	Decca 24279
Oh—Pee Wee Hunt	Capitol 2442
Oh, Johnny—Orrin Tucker	Columbia 35228
Oh, My Papa—Eddie Fisher	RCA Victor 20-5552
One o'Clock Jump—Harry James	Columbia 37142
Paper Doll—Mills Brothers	Decca 18318
Pistol Packin' Mama—Al Dexter	Columbia 37668
Polonaise—Carmen Cavallaro	Decca 23791
Praise the Lord—Kay Kyser	Columbia 36640
Prisoner of Love—Perry Como	RCA Victor 20-1814
Prisoner's Song—Vernon Dalhart	RCA Victor 19427
Racing With the Moon—Vaughn Monroe	RCA Victor 20-2933
Rags to Riches—Tony Bennett	Columbia 40048
Ramona—Gene Austin	RCA Victor 21334
Ricochet—Teresa Brewer	Coral 61043
Riders in the Sky—Vaughn Monroe	RCA Victor 20-3411
Rose O'Day—Kate Smith	Columbia 36448
Rum and Coca-Cola—Andrews Sisters-Bing Crosby	Decca 25096
Sam's Song—Gary and Bing Crosby	Decca 27112
San Antonio Rose—Bob Wills	Columbia 20035
Sentimental Journey—Les Brown	Columbia 37347
Sentimental Me—Ames Brothers	Coral 60173
Shanty Town—Johnny Long	Decca 23622
Silver Haired Daddy—Gene Autry	Columbia 20727
Sin—Eddy Howard	Mercury 5711
Slipping Around—Margaret Whiting-Jimmy Wakely	Capitol 1634
Smoke, Smoke, Smoke—Tex Williams	Capitol 1437
Song From Moulin Rouge—Percy Faith	Columbia 39944
Sonny Boy—Al Jolson	Decca 23614
South America—Andrews Sisters-Bing Crosby	Decca 23569
St. George and the Dragonet—Stan Freberg	Capitol 2596
Star Dust—Artie Shaw	RCA Victor 27230
Strip Polka—Kay Kyser	Columbia 37962
Sugar Blues—Clyde McCoy	Decca 25014
Summit Ridge Drive—Artie Shaw	RCA Victor 26763
Sunrise Serenade—Glenn Miller	RCA Victor B-10214
Swanee—Al Jolson	Decca 2370
Sweet Leilani—Bing Crosby	Decca 25011
Swinging On a Star—Bing Crosby	Decca 27605
Tell Me Why—Four Aces	Decca 27860
Temptation (Tim-Tayshun)—Jo Stafford	Capitol 1639
Tennessee Waltz—Patti Page	Mercuy 5534
That's Amore—Dean Martin	Capitol 2589
That's My Desire—Frankie Laine	Mercury 5007
The Doggie in the Window—Patti Page	Mercury 70070
The Thing—Phil Harris	RCA Victor 20-3968
There Are Such Things—Tommy Dorsey	RCA Victor 27974
There, I've Said It Again—Vaughn Monroe	RCA Victoe 20-2388
There's a Star-Spangled Banner Waving Somewhere—Elton Britt	RCA Victor B-9000
Three Little Fishes—Kay Kyser	Columbia 36640
Three o'Clock in the Morning—Paul Whiteman	RCA Victor 18940
Till I Waltz Again With You—Teresa Brewer	Coral 60837
Till the End of Time—Perry Como	RCA Victor 20-1709
To Each His Own—Ink Spots	Decca 23615
To Each His Own—Eddy Howard	Mercury 5219
Too Fat Polka—Arthur Godfrey	Columbia 38761
Too Young—Nat (King) Cole	Capitol 1449
Twelfth Street Rag—Pee Wee Hunt	Capitol 15479
Vaya Con Dios—Les Paul-Mary Ford	Capitol 2486
Wabash Cannonball—Roy Acuff	Columbia 20197
Wheel of Fortune—Kay Starr	Capitol 1964
When You Were Sweet Sixteen—Perry Como	RCA Victor 20-2259
Whiffenpoof Song—Bing Crosby	Decca 23990
Whispering—Paul Whiteman	RCA Victor 18690
Who Wouldn't Love You?—Kay Kyser	Columbia 6061
Why Don't You Believe Me?—Joni James	M-G-M 11333
Woodchopper's Ball—Woody Herman	Decca 25079
Woody Woodpecker—Kay Kyser	Columbia 38197
You Always Hurt the One You Love—Mills Brothers	Decca 23930
You Made Me Love You—Al Jolson	Decca 23613
You Made Me Love You—Harry James	Columbia 39739
You, You, You—Ames Brothers	RCA Victor 20-5325
You'll Never Know—Dick Haymes	Decca 27235
You're Breaking My Heart—Vic Damone	Mercury 5271
Your Cheating Heart—Joni James	M-G-M 11426

One-Stops

● Continued from page 84

Rock Island
Van Goors Record Shop
123 18th St.

Springfield
Melody Lane Record Shop
125 N. 6th
The Platter
208 S. 4th St.

INDIANA

Huntington
Music Box
544 N. Jeverson

Indianapolis
Duchess Record Shop
809 N. Dela St.
Fountain Square Music
1123 Shelby St.
One Stop Record Dists.
1325 N. Capitol Ave.

IOWA

Des Moines
Frank's One Stop
S.W. 7th and Indianola Road

KANSAS

Wichita
Harry St. Record Shop
104 E. Harry St.

LOUISIANA

Baton Rouge
Record Headquarters
1810 North St.

Lafayette
Staggs Bourdreaux Music House
1006 Cameron

Lake Charles
Khory's Record Shop
328 Railroad Ave.

New Orleans
Franks Record Shop
338 S. Rampart St.

Shreveport
Stans Record Shop
728 Texas

MAINE

Bangor
Viner Music Co.
Pickering Square

MARYLAND

Baltimore
Barnett Dist. Co.
2566 Madison Ave.
Chris Novelty
806 St. Paul St.
Irving Music Co.
3042 14th St., N.W.
Musical Sales
140 W. Mt. Royal Ave.
Super Music
570 N. Gay St.
Super Music
c/o Chris Novelty
806 St. Paul St.
Wollman's Music
233 S. Broadway

MASSACHUSETTS

Allston
Dick's Record
298 Lincoln St.

Boston
Boston Record Dist.
1337 Washington St.

MICHIGAN

Detroit
Angott Sales Co.
2616 Puritan
Music Systems
10217 Linwood
State Song
2932 Hastings

Devand
Statewide Record Bar
514 Lenawee

Flint
Regent Record Shop
902 N. Saginaw St.

MINNESOTA

Minneapolis
Acme Novelty Co.
257 Plymouth Ave., N.
Advance Sales
1313 Third Ave.

St. Paul
Automatic Games Supply Co.
302 University Ave.
Labeau Novelty Co.
1946 University Ave.

MISSISSIPPI

Biloxi
Egan's Gifts and Sundrie Shop
1350 W. Howard Ave.

Jackson
Capital Music Co.
135 E. Amite St.

McComb
Modern Appliance & Music Co.
103 N. Broadway

MISSOURI

Kansas City
One Stop Phono
316 W. 12th

St. Louis
Laclede Music Store
4060 Laclede
One Stop Record Service
2626 Olive St.
Uptown Music Store
4936 Delmar

NEBRASKA

Omaha
Lieberman Music Co.
308 S. 25th
One Stop Phono
716 S. 16th St.

NEW HAMPSHIRE

Manchester
Manchester Music Co.
89 Manchester St.

NEW JERSEY

Elizabeth
Melody Shop
1184 Elizabeth Ave.

Newark
Belmont Record Shop
268 15th Ave.
Dance Record Dist.
1159 Broad St.
Red Top Records
261 S. Orange Ave.
A. Williams
High St.

Paissaic
Eddie Brill
67 Garden St.

NEW YORK

Albany
Harper's
123 N. Pearl St.

Bronx
Fulton Radio
490 Clarmont Parkway

Brooklyn
Town Hall
188 Riverdale Ave.

Buffalo
One Stop Record Sales
341 Niagara St.

Far Rockaway
Harlem Hit Parade
2112 Cornaga Ave.

Jamaica
Raymar
170-21 Jamaica Ave.

New York City
Leslie
639 10th Ave.
Harlem River Record
54 McCombs Place

Rochester
M. E. Silver Corp.
c/o Columbia Music Store
77 Clinton Ave., S.

Syracuse
Wilson, Inc.
310 S. Salina
Tuckahoe
Book Bros.
4 Depot Sq.

NORTH DAKOTA

Minot
Northwest Piano Co.
109 S. Main St.

1954 Juke Box Favorites

(According to End-of-Year Recapitulation of The Billboard's National Juke Box Chart)

TITLE and ARTIST	LABEL
1. WANTED—Perry Como	RCA Victor 5647
2. SH-BOOM—Crew Cuts	Mercury 70404
3. HEY, THERE—Rosemary Clooney	Columbia 40266
4. LITTLE THINGS MEAN A LOT—Kitty Kallen	Decca 29037
5. MAKE LOVE TO ME—Jo Stafford	Columbia 40143
6. CROSS OVER THE BRIDGE—Patti Page	Mercury 70302
7. I GET SO LONELY—Four Knights	Capitol 2654
8. THREE COINS IN THE FOUNTAIN—Four Aces	Decca 29123
9. THIS OLE HOUSE—Rosemary Clooney	Columbia 40266
10. LITTLE SHOEMAKER—The Gaylords	Mercury 70403
11. SECRET LOVE—Doris Day	Columbia 40108
12. YOUNG AT HEART—Frank Sinatra	Capitol 2703
13. HERNANDO'S HIDEAWAY—Archie Bleyer	Cadence 1241
14. OH, MY PAPA—Eddie Fisher	RCA Victor 5552
15. I NEED YOU NOW—Eddie Fisher	RCA Victor 5830

Top Seasonal Standards

(Million-Selling Records)

Title	Artist	Label
ALL I WANT FOR CHRISTMAS	Spike Jones	RCA Victor 20-3177
HERE COMES SANTA CLAUS	Gene Autry	Columbia 39463
I SAW MOMMY KISSING SANTA CLAUS	Jimmy Boyd	Columbia 39871
I YUST GO NUTS AT CHRISTMAS	Yogi Yorgeson	Capitol 781
I'LL BE HOME FOR CHRISTMAS	Bing Crosby	Decca 23779
JINGLE BELLS	Andrews Sisters-Bing Crosby	Decca 23281
RUDOLPH, THE RED NOSED REINDEER	Gene Autry	Columbia 39463
SILENT NIGHT	Bing Crosby	Decca 23777
WHITE CHRISTMAS	Bing Crosby	Decca 23778
WHITE CHRISTMAS	Frank Sinatra	Columbia 38257
WHITE CHRISTMAS	Freddy Martin	RCA Victor 27946
WINTER WONDERLAND	Andrews Sisters-Guy Lombardo	Decca 23722
EASTER PARADE	Harry James	Columbia 36545

OHIO

Dayton
Progressive Records
953 Troy St.

Cincinnati
Halper's
132 W. Fifth St.
One Stop Records
920 Race St.

Cleveland
Hankleman Drug Co.
2621 E. 9th St.

Columbus
Elite Records
846 High St.

Toledo
Keller Radio
902 W. Delaware

OKLAHOMA

Tulsa
Bills Record Shop
17 W. 7th
T. Record Shop
17 W. 7th

OREGON

Eugene
Thompson's Music Mart
985 Willamette St.

Portland
Jean's Record Shop
2662 N.W. Vaughn St.
Madrona Radio
6. N. Broadway

Salem
H. W. Shogrin
428 Court St.

PENNSYLVANIA

Danville
James Foster
282 Mill St.

Philadelphia
Richloy Records
3049 Kensington A.
Slothkin's
41st and Lancaster Av.
Treegoobs
4095 Lancaster Ave
A. Williams
1308 Columbia Ave.

(Continued on page 142)

HEY!
EDDIE'S
LATEST IS
THE GREATEST!
"JUST ONE MORE TIME"
"TAKE MY LOVE" from MGM's "The Glass Slipper"
20/47-6071
A "New Orthophonic" High Fidelity Recording
RCA VICTOR
FIRST IN RECORDED MUSIC
RCA

HER NEWEST HIT...

JAYE P. MORGAN

SINGS

DANGER, HEARTBREAK AHEAD

b/w

SOFTLY, SOFTLY

VICTOR 20-6016

SMASH FOLLOW-UP TO

THAT'S ALL I WANT FROM YOU

VICTOR 20-5896

Thanks, Ops, for all your help. Jaye

PERSONAL MANAGEMENT
DURGOM-KATZ ASSOCIATES

EXCLUSIVELY
RCA VICTOR
FIRST IN RECORDED MUSIC

MERCURY ARTISTS CORP.
730 Fifth Avenue
New York City

Record Distributors
and Labels They Distribute

ALABAMA

Birmingham
Gulf States Dist. Co.
700 Second Ave., N.
Labels: Dec, Mon, WG, Cov.
Interstate Phonograph Record Co.
644 Second Ave., N.
Labels: Col, Cor, FS, Ron, Apo, All, Rud, Zod, Brk.
King Records, Inc.
701 Third Ave., N.
Labels: Kng, Fed, Del.
R. P. McDavid & Co. Inc.
1430 Second Ave, So.
Labels: RCA, Grv.
Reid Dist. Co.
Labels: Riv, OTJ, Con.

ARKANSAS

Little Rock
Frank Lyon Co.
210 E. Markham St.
Labels: RCA, Grv.

ARIZONA

Phoenix
Old Timer Records
3703 N. Seventh St.
Labels: FD
J. E. Redmond Supply Co.
625 W. Madison
Labels: Dec
12th St. Record Bar
1154 E. Washington St.
Labels: Cha, RIH, Hwd

CALIFORNIA

Berkeley
W. M. Van Deren
2806 San Pablo
Labels: FD, Kis, WJ, Win, RGA

Fullerton
*Emerson C. Egbert
657 N. Woods Ave.
Labels: Bel

Los Angeles
Ace Dist. Co.
2534 W. Pico Blvd.
Labels: TNT
Allied Music Sales
2542 W. Pico Blvd.
Labels: 7-11, Ala, Sco Int. Orf, Der, Got. TC, Sav, Pea, Duk, Rma, Sdy, Tic, Fab, Abb
California Record Dist. Co.
2952 W. Pico Blvd.
Labels: FS, Fan, Old, Rud, PJ, Riv, S&S, GTJ, Con
Capitol Record Dist. Corp.
216 W. 15th St.
Labels: Cap
*William O. Dennis
1525 Silverlake Blvd.
Labels: Bel
Decca Dist. Corp.
5750 Santa Monica Blvd.
Labels: Dec
Diamond Record Dist.
1519 W. Pico Blvd.
Labels: Ced, Crl, Ron, GE, Fle, WJ, Win, Fla, Rep, Tif
*Charles Egbert
1762 Silverlake Blvd.
Labels: Bel
Fox Associates
2519 W. Seventh
Labels: LA
Jay Kay Dist. Co.
2980 W. Pico Blvd.
Labels: X, Orv
King Records Inc.
2646 W. Pico Blvd.
Labels: Kng, Fed, Del
L. A. Music Sales
2102 W. Washington
Labels: Jub
London Records of California, Inc.
445 S. La Brea Ave.
Labels: Lon
Mercury Record Dist.
2953 W. Pico Blvd.
Labels: Mon, Mer, WG, Clf
L. J. Meyberg Co., Inc.
2027 S. Figueroa St.
Labels: RCA
Modern Dist. Co.
2978 W. Pico Blvd.
Labels: Cor, YP, Brk
Record Merchandising Co.
2580 W. Pico Blvd.
Labels: Cdl, Vic, Old, Val, JD
Sunland Music Co., Inc.
1310 S. New Hampshire
Labels: MGM, CRG, All, Pal, Ess, Zod, Dot, Cdc, RGA
Ray Thomas Co.
1601 S. Hope St.
Labels: Col
American Plastic Industries
1522 E. 12th
Labels: S & S

North Hollywood
*Louis Sussman
12811 Sylvan
Labels: Bel

Oakland
Julian Brown Enterprises
5665 Shafter Ave.
Labels S & S
Chatton Dist Co.
1921 Grove St.
Labels: Atl, Ch, Jub, Uni, FS, Che, Chs, Apo, Got, All, Der, TC, Ide, Pal, Pea, Duk, PJ, Ess, Zod, Fle, Dot, Riv, Sta, Sun, Imp, Spe, Tru, OTJ, Con, JD, Val, Hwd, Grv, X, Fab, Abb
*William Mahon
3758 Silverwood Ave.
Labels: Bel

Pasadena
Four Star Sales Co.
605 S. Fair Oaks
Labels: Ran

San Francisco
Allied Music Sales
871 Sixth St.
Labels: Sdy, Abb, Fab
H. R. Basford Co.
235 15th St.
Labels: Col
Capitol Records Dist. Corp.
512 Brannan St.
Labels: Cap
*George Bria
2340 Francisco St. Apt. 303
Labels: Bel
Decca Dist. Corp.
525 Sixth St.
Labels: Dec
Delmar Distr. Co.
1560 California St.
Labels: ML
King Records, Inc.
565 Sixth St.
Labels: Kng, Fed, Del
London Record of California
725 Clementina St.
Labels: Lon
Melody Sales Co.
444 Sixth St.
Labels: Fan, CRO, 7-11, Ala, Sco, Int, Orf, WO, Mod, RPM, Fla, Mtor, OTJ, Clf
L. J. Meyberg Co., Inc.
33 Gough St.
Labels: RCA
New Sound Record Dist.
316 Sixth St.
Labels: Ced
Reider Torsen
2089 15th St.
Labels: Eso, Pmu, Wal
United Music Sales Corp.
440 Sixth St.
Labels: MOM, Cor, Oke, Mon, Ron, YP, Sav, Cdc, Brk, Rep, Epi

Sun Valley
*Milton Pollock
10124 Elkwood
Labels: Bel

Van Nuys
*Lloyd V. Thomas
P. O. Box 462
Labels: Bel

COLORADO

Colorado Springs
Ranger Records
560 East Boulder St.
Labels: Ranger

Denver
Boyd Dist. Co.
20 W. 13th Ave.
Labels: Cap
Davis Sales Co.
1724 Arapahoe St.
Labels: Atl, Mon, FS, Ron, Lon, 7-11, Ala, Sco, Int, Orf, Old, RIH, Sav, Fro, Pmu, Dot, Wal, Ran, HR, Suc, WJ, WO, Win, Mod, RPM, Sun, Fla, Mtor, Cdc, OTJ, Con, Val, Hwd, Ady, Clf, Grv, X, Abb
*Harold Ellensweig
543 Clayton St.
Labels: Bel
Hendrie & Bolthoff Co.
1553 17th St.
Labels: RCA
Larson Dist. Co.
Wayne Clark
400 Quivas St.
Labels: Cap
Pan American Record Supply Co.
1051 Champa St.
Labels: M-G-M, Cor, Jub, OE, Fan, YP, CRO, Luc, Eso, Ide, Pal, PJ, Ess, Riv, Imp, Spe, Brk, S & S, ROA, JD, Tif, Fab
Mountain Dist.
3630 Downing St.
Labels: Hwd
Sweeney, B. K. Co.
1601 23d St.
Labels: Col, Oke, Epl
Mountain Distributors
3630 Downing St.
Labels: Rep

Ward-Terry Co.
70 Rio Grande Blvd.
Labels: RCA

CONNECTICUT

Bridgeport
*Ellsworth Williams
1851 Central Ave.
Labels: Bel

Hartford
Capitol Records Dist. Co.
25 Pleasant St.
Labels: Cap
Decca Dist. Corp.
252 Farmington Ave.
Labels: Dec
Seaboard Dist. Co.
796 Albany Ave. Rear
Labels: Cor, Atl, Uni, Ron, Dan, TAR, Brk, Val, Hwd, Sdy, Ben
Stern & Co.
209 Walnut St.
Labels: Col
Transdisc Corp.
126½ Windsor St.
Labels: X, Orv

East Hartford
Eastern Distributors
777 Connecticut Blvd.
Labels: Abb, Fab
Malverne New England
737 Connecticut Blvd.
Labels: Jub, Mon, FS, Der, TC, Pal, Ess, Zod, Dot, WO, Imp, Cdc, OTJ, Con, Clf
Radio & Appliance Distrs., Inc.
673 Connecticut Blvd.
Labels: RCA

West Hartford
John C. Warner
124 Elmfield Ave.
Labels: Cap

New Haven
Plymouth Electric Co.
393 Chapel St.
Labels: M-G-M

WASHINGTON, D. C.

Quality Music Co.
1832 Seventh St., N.W.
Labels: Che, Chs, RIF, Hwd
Schwartz Bros.
2931 12th St. N.E.
Labels: Atl, Mon, FS, Ron, YP, 7-11, Ala, Sco, Int, Orf, Pmu, Gat, Ky, Hal, WG, S & S, Clf
Southern Wholesalers, Inc.
707 Edgewood St., N.E.
Labels: RCA, Grv

FLORIDA

Jacksonville
Binkley Dist.
50 Riverside Ave.
Labels: M-G-M, Lon, 7-11, Ala, Sco, Int, Orf, Nas, Exc, Apo, Rep, RIH, Sav, Pea, Duk, Her, Abb, Fab, Hic, Ben, Sdy, Hwd, Val, JD, X
Distributors, Inc.
555 Osceola St.
Labels: Oke, Col
King Records Inc.
302 Park Ave.
Labels: Kng, Fed, Del
Pan-American Dist. Co.
90 Riverside Ave.
Labels: Uni, FS, Che, Chs, Ded, Got, TC, Dev, Pal, Ess, Zod, Dot, Mod, RPM, Sun, Fla, Mtor, Cdc
Taran Dist. Co.
c/o Pan American
90 Riverside Ave.
Labels: OE

Miami
American Dist. Co.
505 W. Flagler
Labels: Gly, Roc, Mon, Ron, Fan, WO, GTJ, Con
Binkley Dist. Co.
801 S.W. Sixth St.
Labels: Atl, Lon, 7-11, Ala, Sco, Int, Orf, Nas, Exc, Pea, Duk, Her, Rep, Sdy, Hwd, Val, JD, X
Brooke Dist. Co.
412 S.W. Eighth Ave.
Labels: Dec, RCA, Cor
European Phonograph Co.
1606 S.W. Eighth Ave.
Labels: Dan, Rud
Florida Record & Music Co.
763 S.W. Eighth St.
Labels: Cap
King Records, Inc.
404 S.W. 8th Ave.
Labels: Kng, Fed, Del

*Joe Colosi
4631 N.W. Fifth St.
Labels: Bel
Mercury Record Distrs.
412 S.W. Eighth Ave.
Labels: Mer, Hit
*Fran Murphy
3625 S.W. 83d Ave.
Labels: Bel
Pan-American Dist. Co.
3401 N. W. 36th St.
Labels: Uni, Che, Chs, Der, Got, TC, Dev, Pal, Ess, Zod, Fle, Dot, Mod, RPM, Sun, Fla, Mtor, Cdc, Oke, Epl, Clf, Tif, Fab
Sea Coast Appliance Distrs., Inc.
Box 821
Labels: RCA, Grv
Stone Dist. Co.
505 W. Flagler St.
Labels: CRG
Top Tune Record Dist. Co.
3201 N.W. Seventh St.
Labels: Cha, Jub, All, Imp, Spe, Brk, Tru
Watson Triangle Co.
635 S.W. First Ave.
Labels: S & S

St. Petersburg
Bert Stoddard
1609 29th Ave. N.
Labels: Hor

Tampa
E. W. Kersey
P.O Box 10338
Labels: Old

GEORGIA

Atlanta
All State Record Dist.
220 Courtland St., N.E.
Labels: Abb, Fab
Capitol Records Dist. Corp.
535 Courtland St. N.E.
Labels: Cap
Decca Dist. Corp.
152 Alexander St. N.W.
Labels: Dec, Cor
Dixie Dist. Co.
445 Edgewood, S.E.
Labels: Cly, Roc, Oke, Jub, GE, Rep, BR, Nas, Exc, Her, Fab, Epl, Clf
Electric Sales & Service Co., Inc.
209 Walton St., N.W.
Labels: Col
King Records, Inc.
379 Edgewood Ave., S.E.
Labels: Kng, Fed, Del
Record Distributors
1923 Peachtree St. N.W.
Labels: Old, WJ, Win
Southland Dist Co.
441 Edgewood Ave., S.E.
Labels: M-G-M, Atl, Cha, Uni, Mon, FS, 7-11, Ala, Sco, Int, Orf, Che, Chs, Der, Dev, RIH, Sav, Pal, Pea, Duk, Ess, Dot, WO, Mod, RPM, Sta, Sun, Imp, Spe, Fla, Mtor, Cdc, RGA, Tru, Abb, Hic, Sdy, Hwd, Val, JD, X
Yancey Co., Inc.
1500 Northside Dr. N.W.
Labels: RCA, Grv

Chamblee
*Charles Vinning
4841 Durden Dr. Apt. 10
Labels: Bel

Decatur
*Robert C. Atwood
1253 Church St.
Labels: Bel

La Grange
Trepur Records
Route 3
Labels: Tre

IDAHO

Boise
Discus Record Supply
517 N. 19th St.
Labels: Crl, GE, FS, Luc

ILLINOIS

Chicago
Advance Dist. Corp.
6257 W. Montrose Ave.
Labels: Kis, Old, Ide, Win
Aristocrat Dist. Co.
750 E. 49th St.
Labels: Jub, Dot
K. O. Asher
5232 S. Dorchester Ave.
Labels: Ced, ML, CRG, Eso, Pmu, Wal, Riv
J. P. Bard Co.
220 W. Locust St.
Labels: Ron

Bee Distrs.
9813 Greenwood
Labels: Clo
Brason Associates, Inc.
945 W. George St.
Labels: WP, S & S, RGA
Bronzeville Dist Co.
4307 S. Parkway Blvd.
Labels: JD
Capitol Records Dist. Co.
1449 S. Michigan Ave.
Labels: Cap
Coral Records, Inc.
151 W. Huron St.
Labels: Cor, 7-11, Ala, Sco, Int, Orf, Dan, Brk
Decca Dist. Corp.
153 Huron St.
Labels: Dec
Frumkin Sales Co.
2007 S. Michigan Ave.
Labels: FD, Mon, Vic, Crl, GE, Ron, Fan, Luc, Apo, Rud, Fro, Joc, Pik, Gat, Ky, PJ, Fle, HR, WJ, Wo, Rep, OTJ, Con, Abb, Aud, Suc
*William Proscione
5013 N. Ashland Ave.
Labels: Bel
Jay Jay Record Dist. Co.
845 N. Ashland Ave.
Labels: TAR
King Records, Inc.
2137 S. Michigan Ave.
Labels: Kng, Fed, Del
James H. Martin Co. Inc.
1343 S. Michigan
Labels: M-G-M, Cdl, Atl, Jub, Dom, FS, Lon, All, Der, Dey, Pal, Her, Ess, Zod, Dot, Cdc, Fab, Ben, Val
*Gilbert Keen
7740 Clyde Ave.
Labels: Bel
RCA Victor Dist. Corp.
445 N. Lake Shore Dr.
Labels: RCA
M-S Dist. Co.
2009 S. Michigan Ave.
Labels: X, Hic, Orv, Clf, Tif, Fab
*Rinaker Taylor
12722 S. Wallace
Labels: Bel
*Angelo Salvinolo
4145 W. Arthington
Labels: Bel
Sampson Co.
2244 S. Western Ave.
Labels: Col
Sheridan Record Dist. Co.
1151 E. 47th St.
Labels: Gly, Roc, Cha, Nas, Exc, Dem, Sav, Rma, Tic, Mod, Sun, Imp, Spe, Fla, Mtor
United Record Dist. Co.
4804 Cottage Grove Ave.
Labels: Oke, Uni, Apo, Ats, Got, TC, RIH, Pea, Duk, RPM, Sta, Tru, Epl, Hwd

Cicero
*George Cusick
1342 Austin Blvd.
Labels: Bel

Lombard
*Stan Eric Redig
143 W. Sunset
Labels: Bel

Palos Heights
*George Mitchell
11933 S. 71st Court Box 807
Labels: Bel

Palos Park
*Arthur A. Hanson
11935 S. 86th Ave.
Labels: Bel

Peoria
Decca Dist. Corp.
106 E. State St.
Labels: Dec
Klaus Radio & Electric Co.
707 Main St.
Labels: RCA

Quincy
Midwest Recording Co.
515 Hampshire St.
Labels: Ats

INDIANA

Indianapolis
Associated Distributors
210 S. Meridian St.
Labels: RCA
Indiana State Dist. Co.
1511 E. Michigan St.
Labels: Gly, Roc, Cor, Atl, Cha, Uni, GE, FS, 7-11, Ala, Sco, Int, Orf, Nas, Exc, Got, TC, RIH, Sav, Ess, Dot, Pea, Mod, RPM, Sta, Sun, Spe, Fla, Mtor, Cdc, Brk, Rep, Abb, Fab, Sdy, Hwd, Val, JD

C. M. Lawson
139-41 W. 34th St.
Labels: Old, WJ
*Hal Miller
4255 Norwaldo
Labels: Bel
Peaslee-Gaulbert
1401 Stadium Dr.
Labels: Dec
Radio Dist. Co.
P.O. Box 1296
Labels: Cap
Radio Equipment Co. Inc.
1010 Central Ave.
Labels: Col, Oke, Epl

South Bend
South Bend Radio Dist.
432 Carroll St.
Labels: Cap

IOWA

Davenport
RCA Victor Dist. Corp.
1235 W. Fifth St.
Labels: RCA

Des Moines
Decca Dist. Corp.
1217 High St.
Labels: Dec
Frank's One-Stop
S.W. 7th and Indianola Rd.
Labels: Sdy, Hwd
Gifford-Brown, Inc.
1325 N. Walnut
Labels: Cap

KANSAS

Kansas City
RCA Victor Dist. Corp.
Fairfax & Funston Sts.
Labels: RCA

Mission
Mission Record Shop
5908 Woodson Rd.
Labels: Sdy

Wichita
Campbell Carle Co.
210 S. Emporia
Labels: All, Val
Irwin's Dist. Co.
106 S. Grove
Labels: M-G-M, Mon, GE, FS, Old, WO, RGA, Abb, Fab, JD

KENTUCKY

Louisville
Ewad Distributing Co.
309 S. Ninth St.
Labels: RCA
Foster Dist. Co.
409 W. Main St.
Labels: Cap
Peaslee-Gaulbert
225 N. 15th St.
Labels: Dec
Sutcliffe Co.
6809 W. Main St.
Labels: Col

LOUISIANA

New Orleans
Wm. Amann Dist. Co.
642 Baronne St.
Labels: Gly, Roc, M-G-M, Lon, YP, Nas, X, TNT, Fab
A-1 Records Dist. Co.
640 Baronne St.
Labels: Oke, Atl, Cha, Che, Apo, Pea, Duk, Mod, RPM, Spe, Fla, Mtor, Abb, Epl, Sdy, Hwd
Decca Dist. Corp.
Exc, Rep
517 Canal St.
Labels: Dec, Cor
Interstate Electric Co.
1001 S. Peters St.
Labels: Col
King Records, Inc.
514 Carondelet
Labels: Kng, Fed, Del
Mallory Dist. Co.
630 Baronne St.
Labels: Cap, Dot, Hic
TV & Appliance Dist.
500 N. Carrollton Ave.
Labels: RCA, Grv

Shreveport
Interstate Electric Co. of Shreveport, Inc.
RCA Victor Record Div
P.O. Box 1094
Labels: RCA, Orv
Stan's Record Shop
728 Texas Ave.
Labels: Cha, Apo, RIH, Mod, RPM, Sun, Imp, Fla, Mtor, Tru, Pea
Wholesale Dist Co.
2606 Southern Ave.
Labels: Dec

MAINE

Portland
Commercial Distrs.
35 Commercial St.
Labels: RCA
Philco Wholesalers, Inc.
319 Congress St.
Labels: Col

MARYLAND

Baltimore
Lipman Dist. Co.
2103 Garrison Blvd.
Labels: Lon
Barnett Dist. Co.
2566 Madison Ave.
Labels: Uni, Lon, CRG, BH, Apo, Ats, Oat, Ky, Tic, Rma, Sta, Tru
*Harry Blumberg
3807 Oakford Ave.
Labels: Bel
D & H Distributing Co.
25 S. Liberty St.
Labels: RCA, Grv
Decca Dist. Corp.
815 Madison Ave.
Labels: Dec
Gimbel Bros., Inc.
3531 Belair Rd.
Labels: M-G-M, RCA, GTJ, Con, Oke, Epl, ROA
Kay Gee Dist. Co.
201 E. Mt. Royal Ave.
Labels: Eso, Riv
King Records, Inc.
34 S. Eutaw St.
Labels: Kng, Fed, Del
Mangold Dist. Co.
215 S. Eutaw St.
Labels: Cdl, Ced, DC, Loo, Dom, Nas, Exc, Che, Chs, Dev, RIH, Rud, Pal, Her, Ess, Fle, Sou, HR, Suc, Mod, RPM, Imp, Spe, Rep, Hwd, Sdy, Tif, Aud, Abb, Ben
Nelson & Co., Inc.
1000 S. Linwood Ave.
Labels: Cap
Jos. M. Zamoiski Co.
110 S. Paca St.
Labels: Col

The Record Shop Dist.
Labels: HR Sue

Hyattsville
*George Swallow
1-1420 Kanawha St.
Labels: Bel

MASSACHUSETTS

Allston
Peter Fischler
10 Allston St.
Labels: Ced
Redd Dist. Co.
296 Lincoln St.
Labels: Wal

Boston
A B C Dist. Co.
1267 Tremont St.
Labels: All, OTJ, Con
Allied Appliance Co.
111 Berkeley St.
Labels: Col
Decca Dist. Co.
135 Ipswich St.
Labels, Dec
C & C Distributing Co.
44 Gainsboro St.
Labels: Kng, Fed, Del
Capitol Records Dist. Co.
273 Huntington Ave.
Labels: Cap
College Music Dist. Co.
336 Massachusetts Ave.
Labels: Gly, Roc, Jub, Uni, 7-11, Ala, Sco, Int, Grf, Apo, RTH, PJ, Dot, Spe, Pea
Music Suppliers of New England
263 Huntington Ave.
Labels: Cdl, Jub, Mon, M-G-M, Dom, FS, Ron, Pal, Dan, Der, TC, Dev, Ess, Zod, Dot, WO, Cdc, Val, Tif, Ben, Hic
Mutual Dist. Co.
1259 Tremont St.
Labels: Cor, Lon, YP, CRG, Eso, Pmu, Fle, Riv, Sun, Brk, RGA, S&S, Rep, Clf, Aud
Records, Inc.
255 Huntington Ave.
Labels: Okey, Atl, Cha, Fan, Che, Chs, Apo, Ats, Sav, Mar, Wal, Rma, Tic, Sta, Imp, JD, Hwd, Sdy, Epl, Abb, Fab
*Moe Shapiro
P.O. Box 143
Station A
Labels: Bel
Transdisc Corp.
c/o Records, Inc.
225 Huntington Ave.
Labels: X, Orv

East Boston
*Mario Sozio
961 Saratoga St.
Labels: Bel

Cambridge
The Eastern Co.
620 Memorial Drive
Labels: RCA

(Cont. on page 144)

PHONOS—HI FI

By STEVE SCHICKEL

JENSEN SPEAKER SYSTEM CONNECTS TV WITH PHONO . . .

A new two-way speaker system designed for use with table model TV sets was announced by the Jensen Manufacturing Company, Chicago. The system can be used in conjunction with a record player as well. The television duettes have a three-position switch which allows for the set speaker to be used alone, the new system to replace the set speaker, and the last position allows for the system to connect with a record changer or tuner. It was announced that the three-position switch will also give dealers an opportunity to give effective demonstrations of the new system. The firm has already sent out samples to its hi-fi wholesalers with a notice that promotion kits on the unit will be available. Promotion on the unit is scheduled for April 1. Two models of the new system will be available shortly. Model DU-500 will list at $85.50 in limed oak and brass hairpin legs, and at $82.50 in ribboned mahogany and brass ferruled wood legs. Model DU-400 will list at $49.50 in blond or mahogany with matching wooden legs. Both models will accommodate table top TV sets on its table top surface.

HALLICRAFTERS SETS TRAVEL PROMOTION . . .

The Hallicrafters Company announced its second annual travel promotion for distributor sales personnel and their wives. The promotion this year is being called the Cuba Adventurama and offers 50 week-long, all-expense trips to Cuba as prizes. The 50 winners will be picked from salesmen who score the highest over-quota sales percentages for selling Hallicrafter high-fidelity unit, television set or radio. The contest begins immediately and runs until June 18. Only salesmen from distributorships which meet their quota are eligible. Winners will leave for Cuba as soon as possible after announcement of the winners. Included on the itinerary are Havana, Moro Castle, Varadero Beach and Miami.

EP&EM GROUP MULLS INDUSTRY EDUCATIONAL PROGRAM . . .

Members of the Electronics Parts & Equipment Manufacturers' Association are mulling over plans which are intended to set up either a scholarship plan or an industry educational program. One plan calls for establishment of an educational program, tuition free, for distributors, to be set up at universities having evening schools. Course would include selling, business administration, cost accounting, business economics and allied subjects. The second plan involves establishment of scholarships for eligible seniors majoring in business administration. The joint committees of the association recommended the educational program rather than the scholarship program be adopted. The recommendations will be submitted to the full membership of the association for approval.

PENTRON TO GIVE FREE TAPES WITH RECORDERS . . .

Ten free rolls of tape, plus accessories, with each purchase of a Pentron tape recorder will be the theme of a new program by the Pentron Corporation which is designed to give dealers a fighting chance against discount houses. The offer which will be offered with single purchases will give the dealer an opportunity to advertise $55 worth of tape and accessories free with purchase. The firm also announced that it will expand its number of photographic distributors even while recognizing that sales thru these outlets have dropped from 75 per cent to the present 20 per cent in four years. The firm had hoped to display its tape cartridge playback unit at the IRE show in New York this week. However, due to technical difficulties, the unit will be on display at the May Parts Show in Chicago. The IRE show will, instead, see Pentron displaying its new six-channel recorder, Model SCD, which will retail at $3,000. This unit is the outgrowth of the All Electronic Orchestra exhibit which traveled the country for Pentron.

NEWS SHORTS OF PEOPLE, PRODUCTS AND EVENTS . . .

In a speech before the Electronic Products Manufacturers' Representatives in Chicago, Dr. E. A. Schulz stated: "It will be about 10 years before it is possible to shoot movies on a portable tape machine for replay on a television set. He also said that the Armour Research Foundation is currently working on a magnetic recording head which drives the speaker without tubes placed between the two units. . . . E. R. Rutledge, Long Island, New York, has been named Eastern regional manager for the Hallicrafters Company, for the marketing of phonographs, radio and television. . . . Motorola has appointed Arizona Distributors of Phoenix to handle its products in the Phoenix area, effective March 15. . . . Motorola has begun a full-scale merchandising program to promote its new line of portable radios. The new line features a series of unbreakable steel cabinets and the Roto-Tenna, a rotating antenna located in the handle.

LINER NOTES

By IS HOROWITZ

PHONOTAPES GETS FULL FOLKWAYS LIBRARY . . .

Phonotapes, new firm run by Gene Bruck, has acquired the tape rights to the entire Folkways library. The diskery, headed by Moe Asch, has issued some tapes during the past year, but all new ones will now be channeled thru Phonotapes. The Bruck outfit, meanwhile, is planning to duplicate all its tapes on 3¾ i.p.s., as well as 7½. The slower-speed reels will retail at $8.95 per hour of running time.

CAPITOL BEGINS ISSUE OF EUROPE-CUT DISKS . . .

The first of a series of European-cut recordings, produced under the direction of John Culshaw, are now moving out to the trade from Capitol Records. Initial disks feature performances of Brahms' "German Requiem" and Dvoark's Cello Concerto, the latter with Andre Navarra as soloist.

Tho the series was to have been a long-term effort, there is now some question if it will be continued. The arrangements were made before the purchase of Capitol by Electric & Musical Industries. The latter operation, of course, has its own recording facilities in abundance in Europe.

In any case, Capitol has a number of recordings in the can resulting from the Culshaw program which it will release periodically thru the remainder of this year.

M-G-M TO ISSUE MORE HOVHANESS WORKS . . .

More Hovhaness is due from M-G-M, which lately has been issuing a number of recorded works by the American composer. Due out soon is a disk offering the incidental music from Hovhaness' "The Flowering Peach," coupled with the choreographic works "Is There Survival" and "Orbit No. 1." All are conducted by Hovhaness himself. Other disks being readied by M-G-M include new entries by pianist William Masselos and the Guilet String Quartet.

ROOST FORMS LEGEND 'CLASSICAL' SUBSID . . .

Roost Records, jazz-specializing indie, has formed a new subsidiary label, Legend, for works of a more "classical" nature. The first release on the new label will be a 23-minute work, "Annotations of the Muses," written by the avant-garde arranger-composer Johnny Richards. The work employs a number of Symphony of the Air members and features guitarist Johnny Smith.

VOX LONG-COMING PLUSH HI-FI PACKAGE DUE . . .

Vox' long heralded plush hi-fi package is finally due out next week. And the label is also readying its latest boxed set of baroque music, a tradition now at the firm. This will be a set of 12 violin concertos by Vivaldi, "Il Cimento dell' Armonia e dell' Invensiones," Op. 8. Included is the familiar "Four Seasons."

Performers are the same featured in the earlier Vox "La Stravagnaza" and "L'Estro Armonica" packages. Elaborate notes are by Dr. Joseph Braunstein, of the New York Public Library.

MISS PRICE SINGS FOR MIXED CROWD IN SOUTH . . .

Soprano Leontyne Price set a precedent in Laurel, Miss., recently, when the first mixed concert audience of Negroes and whites to assemble in that Southern community turned out to hear her in a recital. Proceeds of the recital were turned over to a local hospital.

ANGEL SETS 'PAGLIACCI' WITH MISS CALLAS . . .

Angel Records has another three-sided LP in the works. This is a new La Scala recording of "Pagliacci," with Maria Callas in the cast. The company will offer the set two ways—as a two-disk package (one side blank) at a reduced price, and as three LP set which also will include Angel's earlier three-sider, "Cavalleria Rusticana." Price of the latter, with two librettos, will be $15.98.

MAJOR AND MINOR

Wilma Cozart and David Hall, of Mercury, will be in Detroit next week for sessions with the Detroit Symphony under Paul Paray. In a week or so the label will issue the first available recording of Respighi's "Veterate di Chiesa" ("Church Windows"), coupled with the composer's "Feste Romane." . . . Capitol has signed harpsichordist Sylvia Marlowe.

• Classical Best Sellers (All Categories)

Records are ranked in order of their national sales strength at the retail level, without regard to musical category or date of release, as determined by a survey of classical dealers in all key markets.

1. OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS — Boston Pops Orchestra (Fiedler) .... RCA Victor LM 1817
2. RIMSKY-KORSAKOFF: SCHEHERAZADE — Philadelphia Orchestra (Ormandy) ...... Columbia ML 4888
3. MOUSSORGSKY: PICTURES AT AN EXHIBITION; FRANCK: PSYCHE — NBC Symphony (Toscanini) .... RCA Victor LM 1838
4. DVORAK: SYMPHONY NO. 5 ("New World")—NBC Symphony (Toscanini) .... RCA Victor LM 1778
5. MAHLER: SYMPHONY NO. 1—New York Philharmonic (Walter) .... Columbia SL 218
6. MR. STRAUSS COMES TO BOSTON—Boston Pops Orchestra (Fiedler) .... RCA Victor LM 1809
7. FRANCK: SYMPHONY IN D MINOR—Philadelphia Orchestra (Ormandy) .... Columbia ML 4939
8. BEETHOVEN: SYMPHONIES NOS. 1 AND 9—NBC Symphony (Toscanini) .... RCA Victor LM 6009
9. RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME—NBC Symphony (Toscanini) .... RCA Victor LM 1768
10. BRAHMS: VIOLIN CONCERTO — Milstein, Pittsburgh Symphony (Steinberg) .... Capitol P 8271
11. SHOSTAKOVITCH: SYMPHONY NO. 10—New York Philharmonic (Mitropoulos) .... Columbia ML 4959
12. MENDELSSOHN: VIOLIN CONCERTO; BRUCH: VIOLIN CONCERTO — Milstein, Pittsburgh Symphony (Steinberg) .... Capitol P 8243
13. RACHMANINOFF: SYMPHONY NO. 2—Pittsburgh Symphony (Steinberg) .... Capitol P 8293
14. TOSCANINI PLAYS YOUR FAVORITES — NBC Symphony (Toscanini) .... RCA Victor LM 1834
15. BEETHOVEN: SYMPHONIES NOS. 5 AND 8—NBC Symphony (Toscanini) .... RCA Victor LM 1757
16. ECHOES OF SPAIN — Hollywood Bowl Orchestra (Dragon) .... Capitol P 8275
17. TCHAIKOVSKY: SLEEPING BEAUTY BALLET—Kostelanetz Orchestra .... Columbia ML 4960
18. SAINT-SAENS: SAMSON AND DELILAH HIGHLIGHTS—Stevens, Peerce, NBC Symphony (Stokowski) .... RCA Victor LM 1848
19. OFFENBACH: GAITE PARISIENNE; CHOPIN: LES SYLPHIDES—Philadelphia Orchestra (Ormandy) .... Columbia ML 4878
20. BRAHMS: VIOLIN CONCERTO — Oistraikh, Saxon State Orchestra (Konwitschny) .... Decca DL 9754

• Reviews and Ratings of New Popular Albums

PORTER: SILK STOCKINGS 84
Original Broadway Cast (1-12")
RCA Victor LOC 1016

With "Silk Stockings" set for a long run on Broadway, this original-cast album should do unusually well saleswise, aven for a new Cole Porter score. The cover alone—featuring a leggy, scantily clad lass donning a pair of hose—will undoubtedly account for many sales. However, a photo of the musical's sultry star Hildegarde Neff would have been equally eye-catching. Miss Neff can't sing, but her husky monotone sells a song as well on wax as in person. Her co-star, Don Ameche, warbles more professionally, as he sparks the LP with showmanly vocals of the best tunes in the score . . . "All of You" and "Silk Stockings." The musical is based on Garbo's old comedy hit "Ninotchka," about a grim Russian gal who goes to Paris in search of three party renegades and finds her femininity instead. Gretchen Wyler also impresses with her brassy vocal appeal as a wacky Hollywood movie star. However, Miss Wyler has most of the show's spicier special material ditties, so it isn't likely she'll be heard over the airwaves.

SONGS FROM WALT DISNEY'S LADY AND THE TRAMP 80
Peggy Lee (1-10")
Decca DL 5557

This one-woman record show by Peggy Lee is a delightful package of ditties from the forthcoming Walt Disney cartoon "Lady and the Tramp." It's also one of the safest sales-bets for dealers this season, since Disney has already started plugging the score steadily on his top-rated ABC-TV show and extensive promotion is in the works for the picture's debut. Consequently the LP should have plenty of kiddie appeal as well as adult pull. Miss Lee wrote most of the movie's score with Sonny Burke, including two of its most delightful tunes "The Siamese Cat Song" and "Bella Notte." The LP combines sound track vocals and instrumentals from the picture with sides recorded specially for Decca by Miss Lee and Victor Young's orchestra.

ARTHUR MURRAY CHA-CHA MAMBOS 77
Billy May's Rico Ma Mambo Orchestra (1-12")
Capitol T 578

As usual, orkster-arranger May has infused the material at hand with warmth and humor. These are slow mambos that don't require as much dance effort as the jazzier type. And for non-dancers, it's a listenable collection with such tunes as "Frenesi," "Adios," "Manana," "Peanut Vendor," etc. Combination of the May and Arthur Murray names should sell, and package includes a coupon good for two lessons at any A. M. studio, as have all others in this self-perpetuating series.

MUSIC FROM DISNEYLAND 77
Jack Pleis and His Orchestra and Chorus (1-12")
Decca DL 8105

This joyful package of music from old Walt Disney movies is obviously designed to cash in on the cartoon-master's new-found TV popularity, and as such it should do well in both the pop and the kiddie markets. The cover, a delightful montage drawing of Disney characters, has maximum small-fry appeal, but the contents are styled along pop-lines, with Pleis and a vocal chorus contributing relaxed, danceable treatments of such memorable Disney songs as "You Belong to My Heart" from "The Three Caballeros," "Zip-a-Dee-Doo-Dah" from "Song of the South," and "When You Wish Upon a Star" from "Pinocchio." Many of the ditties have been revived recently on Disney's ABC-TV show "Disneyland" which gives the LP added sales-appeal.

MAMBOS FOR DANCING 74
Alfradito Ork (1-EP)
Rainbow EP 618

If displayed this attractive dance pack should do right fine. Good for listening too are these rhythmic readings by the Alfredito ork, already known to many pop single buyers. Included are "Quien Sera," "Nocturnando," "Mambo for Dancers Only" and "Ansbacoa."

HARMONICA MAGIC OF LEO DIAMOND 73
(1-12")
RCA Victor LPM 1042

Not too long ago Leo Diamond's "Offshore" scored a solid hit. The composer and harmonica virtuoso has put together a dozen tunes on this disk, including the aforementioned and others from his pen, as "Dock Dance" and "Casino," plus standards as "Red Sails in the Sunset." It's a lush-sounding album, with fine harmonica work and beautiful backing by Harry Geller. Diamond has done much to raise the status of the harmonica as an instrument. For the dealer, this merchandise still falls in the novelty category; but in many shops it is likely to prove good stock.

PENNY MALONE SINGS? 72
(1-10")
Jubilee LP 16

Set is subtitled "an album of sophisticated songs" and it contains seven special-material, nitery-type ditties liberally studded with double-entendres. Some like "Lady Politician," are of

(Continued on page 92)

Now more than ever, London is important to juke box operators . . .

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1528 and 45-1528

Joan Regan
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TOO MANY HEARTACHES
1542 and 45-1542

Frank Chacksfield
BLUE MIRAGE
MADEMOISELLE DE PARIS
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Lita Roza
TOMORROW
FOOLISHLY
1559 and 45-1559

Ted Heath
IN THE MOOD MAMBO
PEG O' MY HEART MAMBO
1534 and 45-1534

Stargazers
SOMEBODY
NO MORE
1536 and 45-1536

Johnston Bros.
MAJORCA
HEARTBROKEN
1545 and 45-1545

Frank Weir
JOURNEY INTO SPACE
SERENADE TO AN EMPTY ROOM
1540 and 45-1540

Vera Lynn
ADDIO AMORE
I DO
1551 and 45-1551

David Whitfield
BEYOND THE STARS
OPEN YOUR HEART
1551 and 45-1551

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LAZY GONDOLIER
LONGING
1510 and 45-1510

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FINGER OF SUSPICION
ENDLESS
1498 and 45-1498

LONDON ® RECORDS

TRUE HIGH FIDELITY ffrr

• Reviews and Ratings of New Popular Albums

• Continued from page 90

tha kind that surreptitiously make typewritten rounds in offices to tha accompaniment of excited giggles. Miss Malone, whose front and rear photos will help sell the package, works enthusiastically.

HERE'S MORGAN.................... 70
Henry Morgan (1-10")
Riverside RLP 8003
This package of satirical monologs by comedian Henry Morgan should enjoy a good, albeit limited, sale in its specialized market. Morgan still has many loyal fans, and altho he doesn't have a regular network show of his owo right now, he guests frequently, and will undoubtedly plug the package that way. The LP features 10 different monologs delivered in Morgan's usual biting manner. Many of the characters were originally introduced on his old radio show —the German professor, etc. Tha cover features a fey photo of the comic, and the liner notes (written by Morgan in tongue-and-cheek explanation of the album's contents) are as funny as anything on the LP itself.

KERN: SHOW BOAT THEMES 69
Janssen Symphony of Los Angeles; Werner Janssen, Cond. (1-12")
Camden CAL 205
It would seem the couplieg on this disk is experimental in nature; for the reviewer certainly cannot find a quick reason for it. One side is devotad to the "Show Boat" score, while the other containe the overture to "School for Scandal" and three film themes: Piano Concerto from "Hangover Square"; Scherzo from "Flesh aod Fantasy" and "Laura" from the picture of the same nama.

EAST COAST-WEST COAST SCENE...78
Al Coho and his "Charlie's Tavern Ensemble," Shorty Rogers and his augmented "Giants" (1-12")
RCA Victor LJM 1020
Solo jazz is featured la this easy-to-recommead collection. There are three extended selections per side, each with just enough arrangement to hang the solos on, and tha solos are generally interesting. The whole West Coast idiom is pretty much in trumpeter Rogers' personal mold, so there's more irridescence in the East Coast array, which features leader Cohn's tenor, plus such top men as trombonists Billy Byere and Eddla Bert, saxes Hal McKusick and oew-find Gene Quill, trumpeter Joe Newman, etc. The Westcrnere' identity is only hinted at, but fanc will spot such as Giuffre, Shank, Bernhardt, Enevoldsen, Manne, and co. A sure bet for devotees of the modera schools.

Jazz Records

BUDDY DE FRANCO AND OSCAR PETERSON PLAY GEORGE GERSHWIN 75
(1-12")
Norgran MGN 1016
The flashy talents of clarinetist De Franco and pianist Peterson jell neatly here lo the well-arranged ork setting. De Frenco has won all of the jazz clarinet polla for the past nine years, and Peterson usually comes close in hia department, so these are names to reckon with. The fact that they play Gershwia isn't important, since both men reduce the material at hand into what has become their personal cliches. But it does make for a thoroly captivating cover by David Stone Martin, which, together with plastic sealed sleeve, is a strong selling asset.

OLD ROCKIN' CHAIR 74
Hoagy Carmichael (1-10")
RCA Victor LPT 3072
One of Victor's Collectors' Issue series, this disk brings together a hatch of Carmichaal tunes performed by great instrumentalists. Included with Hoagy—who does an occasional vocal—are Bix Biaderbecke, Jimmy and Tommy Dorsey, Bud Freeman, Eddie Lang, Bubber Miley, Jack Teagarden and Joe Venuti. The sides were cut between 1930-'34. The reprocessing has produced fair sides. Of ladubitable interest to the jazz fan. Liner notes are Hoagy's and while flavorful, Victor should hava added more pertineat information.

YOUNG FATS WALLER 74
Early Piano Solos (1-10")
"X" LVA 3035
This is very early Waller—all the dates on this disk having been made in 1929 at the beginaing of his career. For the dealer with a jazz trade, here are other interesting points: Sound is surprisingly good, and tha disk contaias three previously unissued sides or takes. These are "Lova Me or Leave Me," Valentine Stomp" and "Baby, Where Can You Be." A number of the tunes are Waller originals. Jazzophiles will lika.

DIXIELAND JAZZ 73
Will Bradley Ork; Bobby Byrne Ork (1-12")
Grand Award Rec. 310
From the standpoints of names, repertoire and cover display, this package, properly exposed, could enjoy a healthy, enduriag sale. It's commercial Dixie, cut by non-primitive practitioners, some of whom are among New York City's best-known studio men. Others are regulare at Nick's, Condon's and the Stuyvesant Casion—Rex Stewart, Freeman, Irwin, Maxted, Hucko, etc. Many of the Dixie perennials are here; "Muskret," "Saints," "Jazz Band Ball' and such. The strikiagly colorful cover art is by David Stone Martin.

SARAH VAUGHAN SINGS 72
(1-10")
Riverside RLP 2511
This disk contains four vocals by Sareh Vaughan accompanied by John Kirby, and four Kirby instrumentals. Tha sides were cut la 1946 when Miss Vaughan aod Kirby were working at the Copacabana Lounge. The faithful will relish the delicate phrasing of the Vaughao vocals and the swinging drive of tha small Kirby hand. Sarah's vocals ara "It Might as Well Be Spring," "I Can Maka You Love Ma," "You Go to My Head" and "I'm Scared." Kirby's sides are Schubert's "Seraaade," "Peanut Vendor," "Ripples" and "Sextet From Lucia."

BOOGIE WOOGIE 71
Meade Lux Lewis, Cripple Clarenca Lofton, Leroy Garnett, Dobby Bragg (1-10")
Riverside RLP 1052
The mastere from which these sides are derived were cut from 1927 to 1930. They represent to collectore important examples of early boogie woogie piano accompaniments. Only one of the pianists—Meade Lux Lewis—attained a measure of fame as a night club performer. The others, Dobby Braag, Crippla Clarence Lofton and Blind Leroy Garnett, are known only to the cognoscenti. Ditto tha vocalists who sing the hlues on these sides. The angineering, of course, is primitive by today's standards; but for collectore who want authentic boogle and blues, there's a lot here.

Children's

WALT DISNEY'S SONG PARADE 88
The Golden Ork; Mitchell Miller, Cond. (8-78's)
Golden Records GRC 3
Etched on these seven-incb 78's are 29 songs from 19 Disney films. This alone should ensure great popularity. But with tha packaging the same as tha earlier "Introductioa to the Orchestra" record chest it becomes a sales "natural" that should move with cash jingling speed out of dealers' headquarters. As many as you can comfortably stock won't be ton much.

• Reviews and Ratings of New Classical Releases

PUCCINI: MANON LESCAUT (3-12")—Renata Tebaldi, Mario del Monaco; Santa Cecilia Chorus and Orchestra, Rome; F. Molinari-Pradelli, Cond. London LLA 28 78
London continues to offer recordings of surpassing interest to opera collectors. And the latter group, if it is at all typical, is currently doing considerable homage to Renata Tebaldi who is splendidly recorded in this new set. Del Monaco, too, has legions of fans. Thus, to a large axtent, this packaga is pre-sold to its basic audience. And the general excellence of tha performance under Molinari-Predelli will certainly win it wider exposure. Catalog competition is not very imposing.

THE ART OF THE ORGAN (2-12")—E. Power Biggs. Columbia SL 219....76
Surely thia is one of the most fascinating disk projects of the year. Its distinction on many counts will attract a larger audience than is normally available for organ diskings. And for orgao specialists its appeal will not be denied. It all amounts to an organist's tour of Northern Europe, visiting, playing and recording some of the world's most famous instruments la their bome settings. The music oftea was played by the composers on these very same instruments. Included are works by Sweelinck, Pachelbel, Buxtehude, Purcell and Bach. The sound of some of these baroque organs will delight many an ear. An elaborate booklet of text and photos is included, as well as the complete registrations of all the organs recorded. Elaborata factory-sealed packaging emphasizes the class character of this entry. Dealers are alerted to the added hi-fi poteotial (32-foot organ stops) contained here.

TCHAIKOVSKY: AURORA'S WEDDING; ROSSINI-RESPIGHI: LA BOUTIQUE FANTASQUE (1-12")—Stratford Symphony Orchestra. Camden CAL 211 74
As usual, Camden offers quality-plus-economy in this excellent package featuring the Stratford Symphony (e.g. Victor's code name for Serge Koussevitsky and the London Philharmonic). Current catalogs don't list any other LP's featuring this particular coupling so the album should do well sales-wise, particularly with beginning collectors. The cover is highlighted hy an attractive abstract design in black, red, grey and white.

DVORAK: CELLO CONCERTO IN B MINOR (1-12")—Andre Navarra, Cello; New Symphony Orchestra of London; Rndolf Schwarz, Cond. Capitol P 8301 73
This popular cello concerto receives one of its most ingratiating readings in this brilliant, new recording. There is heavy name competition, but most of the older versions don't have the sound, and many will even prefer Navarra's emphasis on lyricism. The work itself is colorful, dynamic and melodious—easy to take on a first hearing. Could be a good seller if pushed.

SCHUBERT: DIE WINTERREISE; DIE SCHONE MULLERIN (2-12", 1-7")—Inez Matthews, Mezzo-Soprano; Lowell Farr, Piano. Period SPL 713-14 69
Here is the first LP package offaring both song cyclee complete; it's also the first of either by a woman. Bargain-wise, it has further distinction by the addition of a seven-inch LP to round out the lengthy "Winterreise" set. Still, the attraction to lieder enthusiasts, an uncommonly finicky crew, is likely to be no mora than moderete. Miss Matthews gives a surface performance, rarely conveying the deeper meanings of these vocal gems. On the other hand no one will argue that a glorious voice is at work here. She's beautifully recorded, too, altho microphone placement has treated the piano less than generously.

HOVHANESS: KHALDIS; PIANO PIECES (1-12")—William Masselos, Pianist. Chamber Ensemble; Izler Solomon, Cond. M-G-M 3160 68
Among contemporary American composers Hovhaness certainly bas the most recognizeable style. It's near-Eastern flavor, applied with aaotic taste and sure technique, teases and intrigues the ear. Hovhaness is winning more frequent performances than most young American writers and there is a growing coterie that seeks out his works. This select audience can be widened by dealere who are enterprising enough to sample this disk for their more discerning customers. The concerto "Khaldis" is supplemented by six striking piano solos.

STRAUSS: EIN HELDENLEBEN (1-12") Warwick Symphony Orchestra. Camden CAL 194 69
This low-prica disk version is actually the one issued a dozen-odd yeare back on RCA Victor, and the ork is the Philadelphia under Ormandy. It was considered a magnificent waxing then souad-wise, and the playing is of bigh-order. However, buyere of this melodramatic fare are likely to be concerned more with hi-fi sound than with price, or even with niceties of interpretation. More satisfactory versions are available, including a later one by the sama conductor and ork on Columbia.

HOLIDAY RECORDS, ON ITS FIRST RELEASE, IS THINKING OF ADVANCING THE PRICES ON ITS SINGLE RECORDS AND ALBUMS!

We, over at Holiday Records, a vigorous, progressive, new Recording Company, have been dabbling with the idea of starting a price war, in reverse, wherein we would advance the prices on all our records, thereby forcing our competitors to advance the price of theirs to a position above ours, whereupon we would retaliate immediately with another sharp boost! It takes no great imagination to visualize the inevitable, happy result: A dizzy spiral of undreamed of prosperity for all---And the establishment, immediately, of a bright, secure position for Holiday Records in a grateful and astounded Music Industry!

However, further thought on the subject has made us aware of the seductive danger of too much head-turning success, too early in our corporate existence, so instead, somewhat sadly, we are going to travel along a safer and certainly less colorful path!

But does this mean that we at Holiday Records will be content to sit back and allow the larger, more powerful companies, arbitrarily, to set up the price structure within the industry?—Yeah, that's about the size of it.

(This is the first in a series of lively, significant articles of how one dynamic, young corporation faced its problems head on—and reeled back, stunned!)

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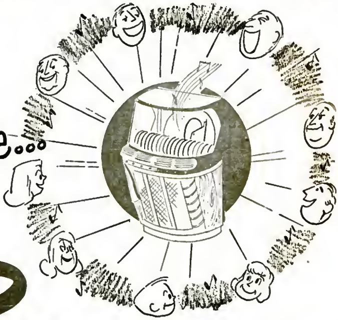

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"Tad's new record, 'Something in the Wind,' gets my nod for a HIT . . . Tad's delivery, plus the Sid Feller backing, adds up to a Hit."
DONN TIBBETTS
WMUR-TV
Manchester, N. H.

"Tad Bruce and his record . . . Both show talent and personality."
SHERM FELLER
WVDA
Boston, Mass.

"Tad's new record, 'Cryin' In My Beer,' should have the notion Shouting for JOY—Can't miss."
JAY McMASTERS
WMEX
Boston, Mass.

"Tad's 'Something in the Wind' should be blown into every home. 'A Beautiful Song.'"
ART TACKER
WHIL
Medford, Mass.

"A versatile Boy this Tad Bruce . . . watch 'Cryin' In My Beer" get A-HEAD."
NED POWERS
WHDH
Boston, Mass.

"I'm partial to ballads—but Tad sings well on both sides—one of my favorite new Baritones."
BRAD PHILLIPPS
WINS
New York City

"Sure glad TAD has arrived . . . his recording of 'There's Something in the Wind' proves his heart is in his work."
JACK LACY
WINS
New York City

"'Cryin' In My Beer' is 'Happy, Catchy'—done just right, not earth-shaking, but neither is Beer . . . and lots of people love it."
ALLYN EDWARDS
WRCA
New York City

"Tad's record is one more shot in the arm for better music."
BOB HAYMES
WCBS
New York City

"A very pleasant and refreshing change . . . I predict that with enough D.J. backing 'Something in the Wind' could sneak through as a big winner for Tad Bruce."
ALAN DARY
WORL
Boston, Mass.

"On the strength of Tad Bruce's performance on my TV and Radio Shows and his record, I predict a big, bright future, and as we say around here . . . he's TO-O-O MUCH!"
STAN RICHARDS
WCOP
Boston, Mass.

"'There's Something in the Wind" for Tad Bruce . . . It's Real Great, Too!"
NELSON BRAGG
WBZ
Boston, Mass.

"What more can be Said? Tad has arrived!"
DAVE MAYNARD
WORL
Boston, Mass.

"Tad shouldn't ever have to 'Cry(in) in His Beer' after this one. Could be a big one for a guy with a big voice and a big heart."
KEN MALDEN
WVDA
Boston, Mass.

Tad Bruce

"CRYIN' IN MY BEER"

and

"THERE'S SOMETHING IN THE WIND"

Watco 111; 45-111

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RECORDS, ALBUMS AND SHEET MUSIC—POPULAR, COUNTRY & WESTERN, RHYTHM & BLUES, CLASSICAL

The Billboard Music Popularity Charts

THE MUSIC INDUSTRY'S MOST COMPLETE GUIDE TO THE ACTUAL AND POTENTIAL SALE OF TUNES AND RECORDS IN ALL CATEGORIES

• Chart Comments

The invasion of the pop record market by rhythm and blues, standards, and country and western-styled tunes is dramatically illustrated on the charts this week, with only four disks showing up in the top 30 best-sellers that can rightly be classified as new pop songs.

In the top 10 pop sellers only Joni James' "How Important Can It Be?" scored (in 8th place), while the country and western ditty "Ballad of Davy Crockett" moved up from third to No. 1, and the rest of the slots were filled by four r.&b. songs — a hymn, a barroom piano, an oldie and another version of "Crockett."

The Bill Hayes waxing of "Crockett" made its way to the No. 1 spot in only five weeks, while the Fess Parker version has reached No. 7 in three, and the Tennessee Ernie Ford cutting this week shows up on both the pop (No. 17) and the country and western charts. Ford made the latter chart (No. 13) for the first time.

The sales-impact of TV was further illustrated this week by the phenomenally fast appearance of Johnny Desmond's "Play Me Hearts and Flowers" on the retail pop chart as No. 29. The Desmond disk was released less than two weeks ago, after he introduced the tune on the NBC-TV "Philco Playhouse" show.

In addition to the Joni James and Sarah Vaughan versions of "How Important Can It Be?" the only other new pop tunes on the charts this week are "That's All I Want From You" and "Danger, Heartbreak Ahead," both recorded by J. P. Morgan. The last-named record appears on the pop chart for the first time this week as No. 30.

In line with this, it is interesting to note that six different artists made the best-selling retail chart with hit platters in pairs this week. The McGuires have "Sincerely" (No. 3) and "It May Sound Silly" (on for the first time this week in 28). Georgia Gibbs is still riding high with "Tweedle Dee," while her "Dance With Me, Henry" jumped up to No. 21 in its first week on the chart. The Crew Cuts have "Earth Angel" (No. 10) and "Ko Ko Mo." Bill Haley has a two-sided hit, with "Mambo Rock" (No. 25) and the flip, "Birth of the Boogie," (No. 26). The Fontane Sisters are No. 11 with "Hearts of Stone" and 22 with "Rock Love."

• Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week		Last Week	Weeks on Chart
1.	Melody of Love (Shapiro-Bernstein)	1	11
2.	Ballad of Davy Crockett (Wonderland)	2	3
3.	Open Up Your Heart (Hamblen)	4	9
4.	Tweedle Dee (Progressive)	3	6
5.	Sincerely (Arc)	5	10
6.	How Important Can It Be? (Laurel)	8	6
7.	Mr. Sandman (E. H. Morris)	6	9
8.	Hearts of Stone (Regent)	7	13
9.	Earth Angel (Dootsie Williams)	10	9
10.	That's All I Want From You (Weiss & Barry)	9	11
11.	Let Me Go, Lover (Hill & Range)	11	16
12.	Ko Ko Mo (Meridan)	13	8
13.	Unsuspecting Heart (Tee Pee)	12	11
14.	Wedding Bells (Mellin)	—	1
15.	You'll Always Be My Lifetime Sweetheart (Wizell & Day)	15	2

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Top Tunes

For survey week ending March 16

This Week		Last Week	Weeks on Chart
1.	**Melody of Love**	1	12
2.	**Sincerely**	2	11
3.	**Ballad of Davy Crockett**	3	5
4.	**Tweedle Dee**	4	9
5.	**Ko Ko Mo**	5	9
6.	**How Important Can It Be**	8	7
7.	**Earth Angel**	6	11
8.	**Hearts of Stone**	8	17
9.	**Open Up Your Heart**	10	10
10.	**That's All I Want From You**	9	17

1. Melody of Love — 1 12
By H. Engelmann, Tom Glazer—Published by Shapiro-Bernstein (ASCAP)
BEST SELLING RECORDS: B. Vaughn, Dot 15247; D. Carroll, Mercury 70516; Four Aces, Dec 29395. **OTHER RECORDS AVAILABLE:** E. Bostic, King 4776; D. Carroll-P. Tremaine, Mercury 70521; J. Haskell, Camden 262; Ink Spots, King 1336; S. Kaye, Col 40417; W. King, V 20-0024; F. MacCormick, M-G-M 11908; McGuire Sisters, Coral 61334; D. Shore-T. Martin, V 20-5975; F. Sinatra, Cap 3018; C. Stone, Cap 3039.
ELECTRICAL TRANSCRIPTIONS: Johnny Desmond, Thesaurus; L. Welk, Standard.

2. Sincerely — 2 11
By Harvey Fuqua, Allen Freed—Published by Arc (BMI)
BEST SELLING RECORDS: McGuire Sisters, Coral 61323; Moonglows, Chess 1581. **OTHER RECORDS AVAILABLE:** L. Armstrong, Dec 29421; Bop-A-Loos, Mercury 70569; B. Fields, M-G-M 11917; Johnnie & Jack, V 20-6014; S. Lanson, Camden 263; B. Wills, Dec 29432.
ELECTRICAL TRANSCRIPTIONS: E. LeMar, Standard.

3. Ballad of Davy Crockett — 3 5
By Tom Blackburn & George Burns—Published by Wonderland (BMI)
BEST SELLING RECORDS: B. Hayes, Cadence 1256; F. Parker, Columbia 40449; T. Ernie, Capitol 3058. **OTHER RECORDS AVAILABLE:** S. Allen, Coral 61368; J. Brown, M-G-M 11941; B. Ives, Dec 29423; R. Draper, Mercury 70555; W. Schumann, V 20-6041; M. Wiseman, Dot 1240.

4. Tweedle Dee — 4 9
By Winfield Scott—Published by Progressive (BMI)
BEST SELLING RECORDS: G. Gibbs, Mercury 70517; L. Baker, Atlantic 1047. **OTHER RECORDS AVAILABLE:** Bop-A-Loos, Mercury 70553; D. Collins, Audivox 114; Lancers, Coral 61332; P. W. King, V 20-6005; B. Lou, King 1436; S. Lanson, Camden 263; A. Sears, Herald 448; V. Young, Cap 3008.
ELECTRICAL TRANSCRIPTIONS: David LeWinter, Standard.

5. Ko Ko Mo — 5 9
By Forest Wilson, Jake Porter, Eunice Levy—Published by Meridian (BMI)
BEST SELLING RECORDS: P. Como, V 20-5994; Crew Cuts, Mercury 70529. **OTHER RECORDS AVAILABLE:** J. Caldwell, King 1442; Charms, DeLuxe 6080; G. Crosby-L. Armstrong, Dec 29420; B. Darnell-B. Clooney, X X-0087; Dooley Sisters, Tampa 100; Gene & Eunice, Combo 64; A. Griffith, Cap 3057; H. Hawkins, V 47-6022; G. Hill & R. Sovine, Dec 29411; B. & M. Hutton, Cap 3031; Marvin & Johnny, Modern 949; T. Rodriguez, V 47-5998.
ELECTRICAL TRANSCRIPTIONS: L. Wells, Standard.

6. How Important Can It Be — 8 7
By B. Benjamin, G. Weiss—Published by Laurel (ASCAP)
BEST SELLING RECORDS: J. James, M-G-M 11919; S. Vaughan, Mercury 70534. **OTHER RECORDS AVAILABLE:** T. Brewer, Coral 61362; C. Boswell, Dec 29412; B. May, Capitol 3066; L. Monte, V 20-5993; J. Smith, Majar 138.
ELECTRICAL TRANSCRIPTIONS: David LeWinter, Standard.

7. Earth Angel — 6 11
By Curtis Williams—Published by Dootsie Williams (BMI)
BEST SELLING RECORDS: Crew Cuts, Mercury 70529; Penguins, Dootone 348; G. Mann, Sound 108. **OTHER RECORDS AVAILABLE:** L. Baxter, Cap 3002; S. Lanson, Camden 263; P. O'Day, M-G-M 11904.
ELECTRICAL TRANSCRIPTIONS: E. LaMar, Standard.

8. Hearts of Stone — 8 17
By Rudy Jackson, Eddie Ray—Published by Regent (BMI)
BEST SELLING RECORDS: Fontane Sisters, Dot 15265; Charms, DeLuxe 6062. **OTHER RECORDS AVAILABLE:** R. Foley, Dec 29375; Goofers, Coral 61305; R. Gray, Cap 2946; J. Haskell, Camden 262; L. Innis, King 1392; Jewels, R & B 1301; McGuire Sisters, Coral 61335; R. Wells, V 20-5955; Vicki Young, Cap 3008.
ELECTRICAL TRANSCRIPTIONS: H. Bluestone, Standard; J. Desmond, Thesaurus.

9. Open Up Your Heart — 10 10
By Stuart Hamblen—Published by Hamblen (BMI)
BEST SELLING RECORD: Cowboy Church Sunday School, Dec 29367. **OTHER RECORDS AVAILABLE:** Lancers, Coral 61332; R. Clooney & Sister Gail, Col 40422; McGuire Sisters, Coral 61334; G. B. Shea, Victor 20-6021.

10. That's All I Want From You — 9 17
By M. Rotha—Published by Weiss & Barry (BMI)
BEST SELLING RECORD: J. P. Morgan, V 20-5892. **OTHER RECORDS AVAILABLE:** D. Jacobs, Coral 61260; L. Darnell, Savoy 1151; J. Haskell, Camden 262; D. Washington, Mercury 70537; York Brothers, King 1434.
ELECTRICAL TRANSCRIPTIONS: H. Bluestone, Standard; J. Desmond, Thesaurus.

Second Ten

		Last Week	Weeks on Chart
11.	PLEDGING MY LOVE — Published by Lion (BMI)	12	5
12.	MR. SANDMAN — Published by E. H. Morris (ASCAP)	11	21
13.	DARLING JE VOUS AIME BEAUCOUP — Published by Chappell (ASCAP)	18	4
14.	LET ME GO, LOVER — Published by Hill & Range (BMI)	13	16
14.	BLUE MIRAGE — Published by B. W. Wood (ASCAP)	15	6
14.	ROCK LOVE — Published by Jay & Cee (BMI)	16	6
14.	CHERRY PINK AND APPLE BLOSSOM WHITE — Published by Chappell (ASCAP)	—	1
18.	NO MORE — Published by Maple Leaf (BMI)	14	12
19.	WEDDING BELLS — Published by Mellin (BMI)	19	2
19.	DANGER, HEARTBREAK AHEAD — Published by Robbins (ASCAP)	19	2

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The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.

• Tunes with Greatest Radio-TV Audiences

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio

A Man Chases a Girl (R) (F)—Berlin—ASCAP
All of You (R)—Chappell—ASCAP
Ballad of Davy Crockett (R) (F)—Wonderland—BMI
Blue Mirage (R)—B. F. Wood—ASCAP
Cherry Pink and Apple Blossom White (R)—Chappell—ASCAP
Close Your Eyes (R)—Berkshire—BMI
Danger, Heartbreak Ahead (R)—Robbins—ASCAP
Darling Je Vous Aime Beaucoup (R)—Chappell—ASCAP
Earth Angel (R)—Dootsie Williams—BMI
Finger of Suspicion (R)—Pickwick—ASCAP
Hearts of Stone (R)—Regent—BMI
How Important Can It Be? (R)—Aspen—ASCAP
Keep Me in Mind (R)—Colony—ASCAP
Ko Ko Mo (R)—Meridian—BMI
Let Me Go, Lover (R)—Hill & Range—BMI
Let's Stay Home Tonight (R)—Peer—BMI
Malaguena (R)—E. B. Marks—BMI
Melody of Love (R)—Shapiro-Bernstein—ASCAP
Mr. Sandman (R)—E. H. Morris—ASCAP
Play Me Hearts and Flowers (R)—Advanced—ASCAP
Sincerely (R)—Arc—BMI
Strange Lady in Town (R)—Witmark—ASCAP
That's All I Want From You (R)—Weiss & Barry—BMI
There Goes My Heart (R)—Feist—ASCAP
These Are the Things We'll Share (R)—Famous—ASCAP
Tweedle Dee (R)—Progressive—BMI
Unchained Melody (R) (F)—Frank—ASCAP
You Too Can Be a Dreamer (R)—Mills—ASCAP
You'll Always Be My Lifetime Sweetheart (R)—Wizell & Day—ASCAP
Young and Foolish (R)—Chappell—ASCAP

Television

A Man Chases a Girl (R) (F)—Berlin—ASCAP
All of You (R)—Chappell—ASCAP
Ballad of Davy Crockett (R) (F)—Wonderland—BMI
Blue Mirage (R)—B. P. Wood—ASCAP
Danger, Heartbreak Ahead (R)—Robbins—ASCAP
Door of Dreams (R)—Roncom—ASCAP
Everlovin' (R)—Tannen—ASCAP
Hearts of Stone (R)—Regent—BMI
Heaven Help Us (R)—Embassy—BMI
High Society (R)—Leeds—ASCAP
How Important Can It Be? (R)—Aspen—ASCAP
Irish Mambo (R)—Graham—ASCAP
I've Been Thinking (R)—Acuff-Rose—BMI
Ko Ko Mo (R)—Meridian—BMI
Make Yourself Comfortable (R)—Rylan—BMI
Melody of Love (R)—Shapiro-Bernstein—ASCAP
Mr. Sandman (R)—E. H. Morris—ASCAP
Muskrat Ramble (R)—Simon—ASCAP
Never Mind the Horse in the Market (R)—Hollis—BMI
No More (R)—Maple Leaf—BMI
Open Up Your Heart (R)—Hamblen—BMI
Sincerely (R)—Arc—BMI
Teach Me Tonight (R)—Hub-Leeds—ASCAP
That's All I Want From You (R)—Weiss & Barry—BMI
Tweedle Dee (R)—Progressive—BMI
Two Hearts, Two Kisses (R)—Hill & Range
Water Tumbler Tunes (R—Shapiro-Bernstein—ASCAP
Wedding Bells (R)—Mellin—BMI
You Forget (To Tell Me You Love Me) (R)—Ardmore—ASCAP
Young and Foolish (R)—Chappell—ASCAP

• England's Top Twenty

Based on cabled reports from England's top music jobbers. American publisher of each tune is listed in parenthesis. Asterisk indicates no American publisher.

Softly, Softly—Cavendish (Sherwin)
Let Me Go, Lover—Aberbach (Hill & Range)
A Blossom Fell—John Fields (Shapiro-Bernstein)
Mambo Italiano—Campbell, Connelly (Rytan)
Naughty Lady of Shady Lane—Starling (Paxton)
Give Me Your Word—Campbell, Connelly (Shapiro-Bernstein)
Happy Days and Lonely Nights—Lawrence Wright (Advanced)
Mr. Sandman—E. H. Morris (E. H. Morris)
Majorca—Mills (Eastwick)
Finger of Suspicion—Pickwick (Pickwick)
Mobile—Leeds (Ardmore)
Tomorrow—Cavendish (Reis)
Prize of Gold—Victoria (Shapiro-Bernstein)
No One But You—Robbins (Feist)
Heartbeat—Kassner (Ampie)
I Still Believe—MacMelodies (MacMelodies)
Under the Bridges of Paris—Southern (Hill & Range)
Somebody—Bourne (Bourne)
I Can't Tell a Waltz From a Tango—Michael Reine (Harman)
Count Your Blessings (Instead of Sheep)—Berlin (Berlin)

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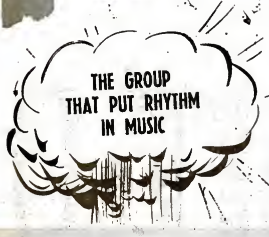

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CRAZY OTTO

Exclusive Decca Recording Star

and here's his latest hit

IN THE MOOD

and

MY MELANCHOLY BABY

• Review Spotlight on . . .
RECORDS

CRAZY OTTO
My Melancholy Baby (Shapiro-Bernstein & Jerry Vogel, ASCAP)
In the Mood (Shapiro-Bernstein, ASCAP)—Decca 29449
—The original Crazy Otto plays up another corn storm in his best nickelodeon type piano style. His current waxing is still making juke coin, and this one should do equally well, since it's more of the same thing, familiar old standards wrapped up in a happy-sounding arrangement and a toe-tapping beat.

The Billboard March 19 issue

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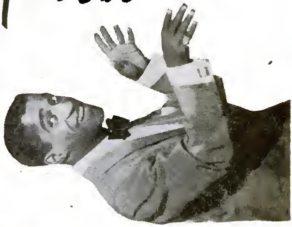

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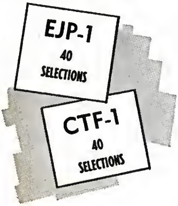
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Capitol RECORDS

The Billboard Music Popularity Charts POPULAR RECORDS

• Best Sellers in Stores

For survey week ending March 16

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed. When a figure is given in parenthesis after the flip title it indicates what position it occupies on the chart.

This Week	Record	Last Week	Weeks on Chart
1.	BALLAD OF DAVY CROCKETT—B. Hayes — Farewell—Cadence 1256—BMI	3	5
2.	CRAZY OTTO MEDLEY—J. Maddox — Humoresque—Dot 15325	2	8
3.	SINCERELY—McGuire Sisters — No More—Coral 61323—BMI	1	12
4.	TWEEDLE DEE—G. Gibbs — You're Wrong, All Wrong—Mercury 70517—BMI	4	9
5.	MELODY OF LOVE—B. Vaughn — Joy Ride—Dot 15247—ASCAP	5	16
6.	KO KO MO—P. Como — You'll Always Be My Lifetime Sweetheart—V 20-5994—BMI	6	8
7.	BALLAD OF DAVY CROCKETT—F. Parker — I Gave My Love—Col 40449—BMI	11	3
8.	HOW IMPORTANT CAN IT BE?—J. James — This Is My Confession—M-G-M 11919—ASCAP	9	6
9.	OPEN UP YOUR HEART—Cowboy Church Sunday School — The Lord Is Counting on You—Dec 29367—BMI	14	13
10.	EARTH ANGEL—Crew Cuts — Ko Ko Mo—(14)—Mercury 70529—BMI	8	8
11.	HEARTS OF STONE—Fontane Sisters — Bless Your Heart—Dot 15265—BMI	7	16
12.	MELODY OF LOVE—Four Aces — There's a Tavern in the Town—Dec 29395—ASCAP	15	10
13.	MELODY OF LOVE—D. Carroll — La Golondrina—Mercury 70516—ASCAP	12	12
14.	KO KO MO—Crew Cuts — Earth Angel—(10)—Mercury 70529—BMI	16	9
15.	THAT'S ALL I WANT FROM YOU—J. P. Morgan — Dawn—V 20-5896—BMI	10	18
15.	CHERRY PINK AND APPLE BLOSSOM WHITE—P. Prado — Marie Elena Rumba—V 20-5965—ASCAP	21	4
17.	BALLAD OF DAVY CROCKETT—Tennessee Ernie Ford — Farewell—Cap 3058—BMI	19	2
17.	EARTH ANGEL—Penguins — Hey, Senorita—Dootone 348—BMI	13	14
19.	DARLING JE VOUS AIME BEAUCOUP—Nat (King) Cole — Sand and the Sea—(32)—Cap 3027—ASCAP	23	4
20.	PLEDGING MY LOVE—J. Ace — No Money—Duke 136—BMI	17	5
21.	DANCE WITH ME HENRY—G. Gibbs — Every Road Must Have a Turning—Mercury 70572—BMI	—	1
22.	ROCK LOVE—Fontane Sisters — You're Mine—Dot 8570—BMI	22	4
23.	PLANTATION BOOGIE—L. Dee — Birth of the Blues—Dec 29360—BMI	24	7
24.	TWEEDLE DEE—L. Baker — Tomorrow Night—Atlantic 1047—BMI	27	11
25.	MAMBO ROCK—B. Haley — Birth of the Boogie—(26)—Dec 29418—ASCAP	18	4
26.	HOW IMPORTANT CAN IT BE?—S. Vaughan — Waltzing Down the Aisle—Mercury 70534—ASCAP	26	5
26.	BIRTH OF THE BOOGIE—B. Haley — Mambo Rock—(25)—Dec 29418—ASCAP	27	2
28.	IT MAY SOUND SILLY—McGuire Sisters — Doesn't Anybody Love Me?—Coral 61369—BMI	—	1
29.	PLAY ME HEARTS AND FLOWERS—J. Desmond — I'm So Ashamed—Coral 61379—ASCAP	—	1
30.	DANGER, HEARTBREAK AHEAD—J. P. Morgan — Softly, Softly—V 20-6016—ASCAP	—	1

• This Week's Best Buys

According to sales reports in key markets, the following recent releases are recommended for extra profits:

UNCHAINED MELODY (Frank, ASCAP) — Al Hibbler— Decca 29441
Initial reaction to this movie tune has been quite strong. Al Hibbler's version already has jumped on the Cleveland and Detroit territorial charts and is a big seller in New York, Pittsburgh and Los Angeles, as well. This disk is also doing nicely in the r. & b. market. Several other versions are sparking considerable action but have not yet gained the acceptance that the Decca record has. Flip is "Daybreak" (Feist, ASCAP).

SILVER MOON (Harms, ASCAP)—Billy Vaughn —Dot 15347
This is another recent release that has taken little time to hit pay dirt. Operators have been particularly enthusiastic about this record. Good sales reports were returned from a wide range of territories that included Philadelphia, Buffalo, Pittsburgh, Cleveland, Chicago, Milwaukee, Nashville, St. Louis, Atlanta and Baltimore. Flip is "Baby O' Mine" (Randy-Smith, ASCAP). A previous Billboard "Spotlight" pick.

NOBODY (Jerry Vogel, ASCAP)
DOOR OF DREAMS (Roncom, ASCAP)—Perry Como—RCA Victor 6059
While this has been a slow starter for Como, it is beginning to pick up nicely in various parts of the country. This disk is moving at a good rate in Chicago, Milwaukee, St. Louis, Cincinnati, Pittsburgh and Buffalo. Preference as to side is almost evenly split. A previous Billboard "Spotlight" pick.

MAKE YOURSELF COMFORTABLE (Rylan, ASCAP)—Deacon Andy Griffith—Capitol 3057
Southern dealers have been having a field day with this humorous disk. Retailers in the Carolinas, Atlanta, Nashville, Dallas, Baltimore, St. Louis and Kansas City have found a ready response to it. The concentration of strong reports in those territories may put the Griffith record on the national charts in the near future. Flip is "Ko Ko Mo" (Meridian, BMI). A previous Billboard "Spotlight" pick.

• Most Played in Juke Boxes

For survey week ending March 16

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country. Results are based on The Billboard's weekly survey among the nation's juke box operators. The reverse side of each record is also listed. When a figure is given in parenthesis after the flip title it indicates what position it occupies on the chart.

This Week	Record	Last Week	Weeks on Chart
1.	SINCERELY—McGuire Sisters — No More—Coral 61323—BMI	1	10
2.	CRAZY OTTO MEDLEY—J. Maddox — Humoresque—Dot 15325	3	6
3.	HEARTS OF STONE—Fontane Sisters — Bless Your Heart—Dot 15265—BMI	2	15
4.	MELODY OF LOVE—B. Vaughn — Joy Ride—Dot 15247—ASCAP	5	12
5.	TWEEDLE DEE—G. Gibbs — You're Wrong, All Wrong—Mercury 70517—BMI	7	7
6.	MELODY OF LOVE—Four Aces — There's a Tavern in the Town—Dec 29395—ASCAP	4	11
7.	KO KO MO—P. Como — You'll Always Be My Lifetime Sweetheart—V 20-5994—BMI	6	7
8.	BALLAD OF DAVY CROCKETT—B. Hayes — Farewell—Cadence 1256—BMI	13	3
9.	HOW IMPORTANT CAN IT BE?—J. James — This Is My Confession—M-G-M 11919—ASCAP	10	5
10.	KO KO MO—Crew Cuts — Earth Angel—(12)—Mercury 70529—BMI	11	6
11.	THAT'S ALL I WANT FROM YOU—J. P. Morgan — Dawn—V 20-5896—BMI	8	14
12.	EARTH ANGEL—Crew Cuts — Ko Ko Mo—(10)—Mercury 70529—BMI	8	7
13.	EARTH ANGEL—Penguins — Hey, Senorita—Dootone 348—BMI	12	7
13.	MELODY OF LOVE—D. Carroll — Golondrina, La—Mercury 70516—ASCAP	14	6
15.	ROCK LOVE—Fontane Sisters — You're Mine—Dot 8570—BMI	16	4
16.	TWEEDLE DEE—L. Baker — Tomorrow Night—Atlantic 1047—BMI	17	3
17.	LET ME GO, LOVER—J. Weber — Marionette—Col 40366—BMI	15	16
17.	DARLING JE VOUS AIME BEAUCOUP—Nat (King) Cole — Sand and the Sea—Cap 3027—ASCAP	—	1
19.	OPEN UP YOUR HEART—Cowboy Church Sunday School — Lord Is Counting on You—Dec 29367—BMI	—	1
20.	SINCERELY—Moonglows — Tempting—Chess 1581—BMI	—	1

• Most Played by Jockeys

For survey week ending March 16

RECORDS are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Record	Last Week	Weeks on Chart
1.	SINCERELY—McGuire Sisters — No More—Coral 61323—BMI	1	11
2.	KO KO MO—P. Como — You'll Always Be My Lifetime Sweetheart—V 20-5994—BMI	3	8
3.	HOW IMPORTANT CAN IT BE?—J. James — This Is My Confession—M-G-M 11919—ASCAP	6	5
4.	TWEEDLE DEE—G. Gibbs — You're Wrong, All Wrong—Mercury 70517—BMI	4	9
5.	MELODY OF LOVE—B. Vaughn — Joy Ride—Dot 15247—ASCAP	2	11
6.	EARTH ANGEL—Crew Cuts — Ko Ko Mo—Mercury 70529—BMI	5	8
7.	CRAZY OTTO MEDLEY—J. Maddox — Humoresque—Dot 15325	8	7
8.	BALLAD OF DAVY CROCKETT—B. Hayes — Farewell—Cadence 1256—BMI	10	3
9.	HEARTS OF STONE—Fontane Sisters — Bless Your Heart—Dot 15265—BMI	9	16
9.	MELODY OF LOVE—D. Carroll — Golondrina, La—Mercury 70516—ASCAP	12	10
11.	THAT'S ALL I WANT FROM YOU—J. P. Morgan — Dawn—V 20-5896—BMI	7	16
12.	HOW IMPORTANT CAN IT BE?—S. Vaughan — Waltzing Down the Aisle—Mercury 70534—ASCAP	13	5
13.	MELODY OF LOVE—Four Aces — There's a Tavern in the Town—Dec 29395—ASCAP	11	10
14.	EARTH ANGEL—Penguins — Hey, Senorita—Dootone 348—BMI	15	9
15.	DARLING JE VOUS AIME BEAUCOUP—Nat (King) Cole — Sand and the Sea—Cap 3027—ASCAP	18	4
16.	MAN CHASES A GIRL—E. Fisher — Wedding Bells—V 20-6015—ASCAP	—	1
17.	PLEDGING MY LOVE—T. Brewer — How Important Can It Be?—Coral 61362—BMI	20	2
18.	DANGER, HEARTBREAK AHEAD—J. P. Morgan — Softly, Softly—V 20-6016—ASCAP	17	3
19.	BALLAD OF DAVY CROCKETT—Tennessee Ernie — Farewell—Cap 3058—BMI	—	1
20.	IT MAY SOUND SILLY—McGuire Sisters — Doesn't Anybody Love Me?—Coral 61369—BMI	—	1

THE CHEERS

ARE GOING PLACES WITH

BLUEBERRIES

B/W CAN'T WE BE MORE THAN FRIENDS

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RECORD NO. 3075

Capitol Records

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MORE "MUSIC FOR OPERATORS ONLY"

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ALL TIME HITS
SPECIAL OPERATOR PACKAGE
Capitol

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THE YOUNG MAN WITH THE HORN
The Man With The Horn
For Dancers Only • Stardust
Mr. Anthony's Blues
HOUSEPARTY HOP
Begin The Beguine
Perdido • Dinah
Sentimental Journey

BILLY MAY
BIG BAND BASH

B. G. IN HI FI
Stompin' At The Savoy
What Can I Say After I
Say I'm Sorry
When I Grow Too Old To
Dream • Get Happy

JACKIE GLEASON
ROMANTIC JAZZ
Don't Blame Me
You Can't Pull The W
Over My Eyes
My Blue Heav

DAVE BARBOUR
MAMBO
Guitar Mambo
Mambo Jambo
Harlem Mambo
Dave's Mambo

ALBUM No. EJP-3
VOCAL STANDARDS
ALL TIME HITS
SPECIAL OPERATOR PACKAGE
Capitol

NAT "KING" COLE

FRANK SINATRA

DEAN MARTIN
SUNNY ITALY
That's Amore • Oh Marie
Come Back To Sorrento

ALBUM No. EJP-4
LISTENING MUSIC
ALL TIME HITS
SPECIAL OPERATOR PACKAGE
Capitol

BOBBY HACKETT
SOFT LIGHTS AND BOBBY

BAXTER
In Portugal
Tango • Ruby
Village

DAMME QUINTETTE
Under My Skin
Man I Love
Yesterdays
Black Magic

NAT "KING" COLE
PENTHOUSE SERENADE
Penthouse Serenade
Somebody Loves Me
If I Should Lose You
Rose Room

FRANCIS SCOTT
MOODS FOR TWILIGHT
Whispering • Just A Memory
Why Do I Love You
Dream A Little Dream Of Me
MOODS FOR CANDLELIGHT
The Touch Of Your Lips
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It Had To Be You
This Love Of Mine

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My Ideal
Yesterdays
I Love You (Je T'Ai
Unforgettable
How High The Moon
I'll Be Seeing You
Shangri-La

I Cover
Some Day
If I Had You

"IF I HAD YOU" JACKIE GLEASON
"SOME DAY" JACKIE GLEASON

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1947—I MISS YOU SO
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1949—LUSH LIFE
1950—MONA LISA
1951—TOO YOUNG
1952—WALKIN' MY BABY BACK HOME
1953—PRETEND
1954—ANSWER ME, MY LOVE

AND NOW FOR *1955*

DARLING JE VOUS AIME BEAUCOUP
THE SAND AND THE SEA

Nat "King" Cole

Capitol RECORDS

RECORD NO. 3027

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it's up to you!

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cast your vote for the . . .

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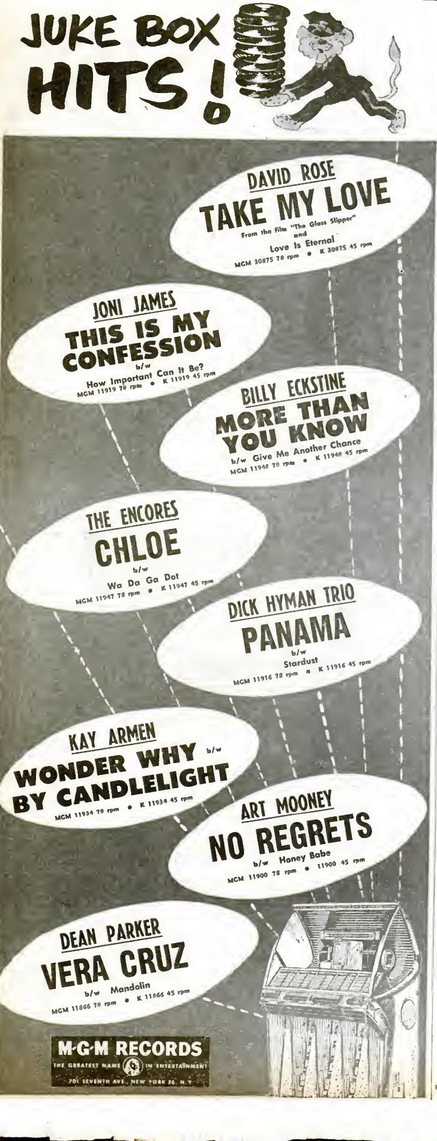
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DAVID ROSE
TAKE MY LOVE
From the film "The Glass Slipper"
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THIS IS MY CONFESSION
b/w
How Important Can It Be?
MGM 11919 78 rpm • K 11919 45 rpm
BILLY ECKSTINE
MORE THAN YOU KNOW
b/w Give Me Another Chance
MGM 11948 78 rpm • K 11948 45 rpm
THE ENCORES
CHLOE
b/w
Wa Da Ga Dot
MGM 11947 78 rpm • K 11947 45 rpm
DICK HYMAN TRIO
PANAMA
b/w
Stardust
MGM 11916 78 rpm • K 11916 45 rpm
KAY ARMEN
WONDER WHY b/w BY CANDLELIGHT
MGM 11934 78 rpm • K 11934 45 rpm
ART MOONEY
NO REGRETS
b/w Honey Babe
MGM 11900 78 rpm • 11900 45 rpm
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VERA CRUZ
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The Billboard Music Popularity Charts
POPULAR RECORDS

• *Territorial Best Sellers*

For survey week ending March 16

Listings are based on late reports secured from top dealers in each of the markets listed.

Atlanta
1. **How Important Can It Be?** J. James, M-G-M
2. **Melody of Love**, B. Vaughn, Dot
3. **Darling Je Vous Aime Beaucoup** Nat (King) Cole, Cap.
4. **Sincerely**, McGuire Sisters, Cor.
5. **Ko Ko Mo**, P. Como, V.

Balti.-Wash.
1. **Ballad of Davy Crockett**, B. Hayes, Cdc.
2. **Sincerely**, McGuire Sisters, Cor.
3. **Crazy Otto Medley**, J. Maddox, Dot
4. **Tweedle Dee**, G. Gibbs, Mer.
5. **Glad Rag Doll**, Crazy Otto, Dec.
6. **Birth of the Boogie**, B. Haley, Dec.
7. **Melody of Love**, B. Vaughn, Dot
8. **Ko Ko Mo**, P. Como, V.
9. **Ballad of Davy Crockett** F. Parker, Col.
10. **Mambo Rock**, B. Haley, Dec.

Boston
1. **Ballad of Davy Crockett**, B. Hayes, Cdc.
2. **Crazy Otto Medley**, J. Maddox, Dot
3. **It May Sound Silly** McGuire Sisters, Cor.
4. **Cherry Pink and Apple Blossom White** P. Prado, V.
5. **Melody of Love**, D. Carroll, Mer.
6. **Tweedle Dee**, G. Gibbs, Mer.
7. **Play Me Hearts and Flowers** J. Desmond, Cor.
8. **How Important Can It Be?** J. James, M-G-M
9. **Sincerely**, McGuire Sisters, Cor.
10. **Dance With Me Henry**, G. Gibbs, Mer.

Buffalo
1. **Ko Ko Mo**, Crew Cuts, Mer.
2. **Crazy Otto Medley**, J. Maddox, Dot
3. **Tweedle Dee**, G. Gibbs, Mer.
4. **Sincerely**, McGuire Sisters, Cor.
5. **Darling Je Vous Aime Beaucoup** Nat (King) Cole, Cap.

Chicago
1. **Ballad of Davy Crockett**, B. Hayes, Cdc.
2. **Melody of Love**, B. Vaughn, Dot
3. **Crazy Otto Medley**, J. Maddox, Dot
4. **Sincerely**, McGuire Sisters, Cor.
5. **Open Up Your Heart** Cowboy Church Sunday School, Dec.
6. **Tweedle Dee**, G. Gibbs, Mer.
7. **Plantation Boogie**, L. Dee, Dec.
8. **Cherry Pink and Apple Blossom White** P. Prado, V.
9. **Ko Ko Mo**, Crew Cuts, Mer.
10. **Darling Je Vous Aime Beaucoup** Nat (King) Cole, Cap.

Cincinnati
1. **Ballad of Davy Crockett**, B. Hayes, Cdc.
2. **Earth Angel**, Crew Cuts, Mer.
3. **Tweedle Dee**, G. Gibbs, Mer.
4. **Melody of Love**, B. Vaughn, Dot
5. **Sincerely**, McGuire Sisters, Cor.
6. **Ko Ko Mo**, Crew Cuts, Mer.
7. **Melody of Love**, D. Carroll, Mer.
8. **It's a Sin to Tell a Lie** S. Smith & The Redheads, Epi.
9. **Ko Ko Mo**, P. Como, V.
10. **How Important Can It Be?** J. James, M-G-M

Cleveland
1. **Ballad of Davy Crockett**, B. Hayes, Cdc.
2. **Two Hearts**, P. Boone, Dot
3. **Wallflower**, E. James, Mod.
4. **Unchained Melody**, A. Hibbler, Dec.
5. **Tweedle Dee**, L. Baker, Atl.
6. **Melody of Love**, B. Vaughn, Dot
7. **Pledging My Love**, J. Ace, Duk.
8. **Plantation Boogie**, L. Dee, Dec.
9. **How Important Can It Be?** J. James, M-G-M
10. **Tweedle Dee**, G. Gibbs, Mer.

Dallas-Fort Worth
1. **Crazy Otto Medley**, J. Maddox, Dot
2. **Ballad of Davy Crockett** F. Parker, Col.
3. **Sincerely**, McGuire Sisters, Cor.
4. **Two Hearts**, P. Boone, Dot
5. **Ballad of Davy Crockett**, T. Ernie, Cap.
6. **Melody of Love**, B. Vaughn, Dot
7. **Hearts of Stone**, Fontane Sisters, Dot
8. **Ko Ko Mo**, P. Como, V.
9. **Make Yourself Comfortable** A. Griffith, Cap.
10. **Tweedle Dee**, L. Baker, Atl.

Denver
1. **Tweedle Dee**, G. Gibbs, Mer.
2. **Sincerely**, McGuire Sisters, Cor.
3. **Crazy Otto Medley**, J. Maddox, Dot
4. **Melody of Love**, D. Carroll, Mer.
5. **Ballad of Davy Crockett**, T. Ernie, Cap.
6. **Ko Ko Mo**, Crew Cuts, Mer.
7. **Melody of Love**, Four Aces, Dec.
8. **Ballad of Davy Crockett** F. Parker, Col.
9. **Open Up Your Heart** Cowboy Church Sunday School, Dec.
10. **How Important Can It Be?** S. Vaughan, Mer.

Detroit
1. **Cherry Pink and Apple Blossom White** P. Prado, V.
2. **Ballad of Davy Crockett**, B. Hayes, Cdc.
3. **Melody of Love**, D. Carroll, Mer.
4. **Dance With Me Henry**, G. Gibbs, Mer.
5. **Dixie Danny**, Laurie Sisters, Mer.
6. **Lazy Gondolier**, Mantovani, Lon.
7. **Unchained Melody**, A. Hibbler, Dec.
8. **Mambo Rock**, B. Haley, Dec.
9. **Danger, Heartbreak Ahead** J. P. Morgan, V.
10. **Ballad of Davy Crockett** F. Parker, Col.

Kansas City
1. **Ballad of Davy Crockett**, T. Ernie, Cap.
2. **It's a Sin to Tell a Lie** S. Smith & The Redheads, Epi.
3. **Crazy Otto Medley**, J. Maddox, Dot
4. **Pledging My Love**, J. Ace, Duk.
5. **Cherry Pink and Apple Blossom White** P. Prado, V.
6. **Mambo Rock**, B. Haley, Dec.
7. **Darling Je Vous Aime Beaucoup** Nat (King) Cole, Cap.
8. **How Important Can It Be?** J. James, M-G-M
9. **Earth Angel**, Penguins, Dtn.
10. **Make Yourself Comfortable** A. Griffith, Cap.

Los Angeles
1. **Ballad of Davy Crockett** F. Parker, Col.
2. **Sincerely**, McGuire Sisters, Cor.
3. **Crazy Otto Medley**, J. Maddox, Dot
4. **Ko Ko Mo**, P. Como, V.
5. **Melody of Love**, L. Diamond, V.
6. **Ballad of Davy Crockett** W. Schumann, V.
7. **Hearts of Stone**, Fontane Sisters, Dot
8. **How Important Can It Be?** J. James, M-G-M
9. **That's All I Want From You** J. P. Morgan, V.
10. **Tweedle Dee**, L. Baker, Atl.

Milwaukee
1. **Ballad of Davy Crockett** F. Parker, Col.
2. **Crazy Otto Medley**, J. Maddox, Dot
3. **Ballad of Davy Crockett**, B. Hayes, Cdc.
4. **Open Up Your Heart** Cowboy Church Sunday School, Dec.
5. **How Important Can It Be?** J. James, M-G-M
6. **Lazy Gondolier**, Mantovani, Lon.
7. **Melody of Love**, D. Carroll, Mer.
8. **Ballad of Davy Crockett**, T. Ernie, Cap.
9. **Plantation Boogie**, L. Dee, Dec.
10. **Tweedle Dee**, G. Gibbs, Mer.

Mpls.-St. Paul
1. **Crazy Otto Medley**, J. Maddox, Dot
2. **Melody of Love**, B. Vaughn, Dot
3. **Ballad of Davy Crockett** F. Parker, Col.
4. **Ballad of Davy Crockett**, T. Ernie, Cap.
5. **Sincerely**, McGuire Sisters, Cor.
6. **Open Up Your Heart** Cowboy Church Sunday School, Dec.
7. **Tweedle Dee**, G. Gibbs, Mer.
8. **Ko Ko Mo**, P. Como, V.
9. **Melody of Love**, Four Aces, Dec.
10. **Earth Angel**, Crew Cuts, Mer.

New Orleans
1. **Crazy Otto Medley**, J. Maddox, Dot
2. **Play Me Hearts and Flowers** J. Desmond, Cor.
3. **Ko Ko Mo**, P. Como, V.
4. **Ballad of Davy Crockett**, T. Ernie, Cap.
5. **Melody of Love**, Four Aces, Dec.
6. **Sincerely**, McGuire Sisters, Cor.
7. **How Important Can It Be?** J. James, M-G-M
8. **Ballad of Davy Crockett** F. Parker, Col.
9. **Tweedle Dee**, G. Gibbs, Mer.
10. **Pledging My Love**, T. Brewer, Cor.

New York
1. **Crazy Otto Medley**, J. Maddox, Dot
2. **Melody of Love**, B. Vaughn, Dot
3. **Ballad of Davy Crockett**, B. Hayes, Cdc.
4. **Sincerely**, McGuire Sisters, Cor.
5. **Hearts of Stone**, Fontane Sisters, Dot
6. **Open Up Your Heart** Cowboy Church Sunday School, Dec.
7. **How Important Can It Be?** J. James, M-G-M
8. **Tweedle Dee**, G. Gibbs, Mer.
9. **Tweedle Dee**, L. Baker, Atl.
10. **Earth Angel**, Penguins, Dtn.

Philadelphia
1. **Crazy Otto Medley**, J. Maddox, Dot
2. **How Important Can It Be?** J. James, M-G-M
3. **Ballad of Davy Crockett**, B. Hayes, Cdc.
4. **Tweedle Dee**, G. Gibbs, Mer.
5. **Ballad of Davy Crockett** F. Parker, Col.
6. **Sincerely**, McGuire Sisters, Cor.
7. **Open Up Your Heart** Cowboy Church Sunday School, Dec.
8. **Melody of Love**, B. Vaughn, Dot
9. **Darling Je Vous Aime Beaucoup** Nat (King) Cole, Cap.
10. **Man Chases a Girl**, E. Fisher, V.

Pittsburgh
1. **Ballad of Davy Crockett**, B. Hayes, Cdc.
2. **Cherry Pink and Apple Blossom White** P. Prado, V.
3. **Dance With Me Henry**, G. Gibbs, Mer.
4. **Ko Ko Mo**, P. Como, V.
5. **Darling Je Vous Aime Beaucoup** Nat (King) Cole, Cap.
6. **Tweedle Dee**, G. Gibbs, Mer.
7. **How Important Can It Be?** S. Vaughan, Mer.
8. **Hearts of Stone**, Fontane Sisters, Dot
9. **Melody of Love**, D. Carroll, Mer.
10. **Melody of Love**, W. King, V.

St. Louis
1. **Ballad of Davy Crockett**, B. Hayes, Cdc.
2. **Crazy Otto Medley**, J. Maddox, Dot
3. **Tweedle Dee**, G. Gibbs, Mer.
4. **Close Your Eyes**, T. Bennett, Col.
5. **Mambo Rock**, B. Haley, Dec.
6. **Cherry Pink and Apple Blossom White** P. Prado, V.
7. **Darling Je Vous Aime Beaucoup** Nat (King) Cole, Cap.
8. **Ko Ko Mo**, Crew Cuts, Mer.
9. **Open Up Your Heart** Cowboy Church Sunday School, Dec.
10. **How Important Can It Be?** S. Vaughan, Mer.

San Francisco
1. **Sincerely**, McGuire Sisters, Cor.
2. **Hearts of Stone**, Fontane Sisters, Dot
3. **Ko Ko Mo**, P. Como, V.
4. **Tweedle Dee**, G. Gibbs, Mer.
5. **Ballad of Davy Crockett** F. Parker, Col.
6. **Melody of Love**, Four Aces, Dec.
7. **Crazy Otto Medley**, J. Maddox, Dot
8. **Melody of Love**, D. Carroll, Mer.
9. **Earth Angel**, Penguins, Dtn.
10. **How Important Can It Be?** J. James, M-G-M

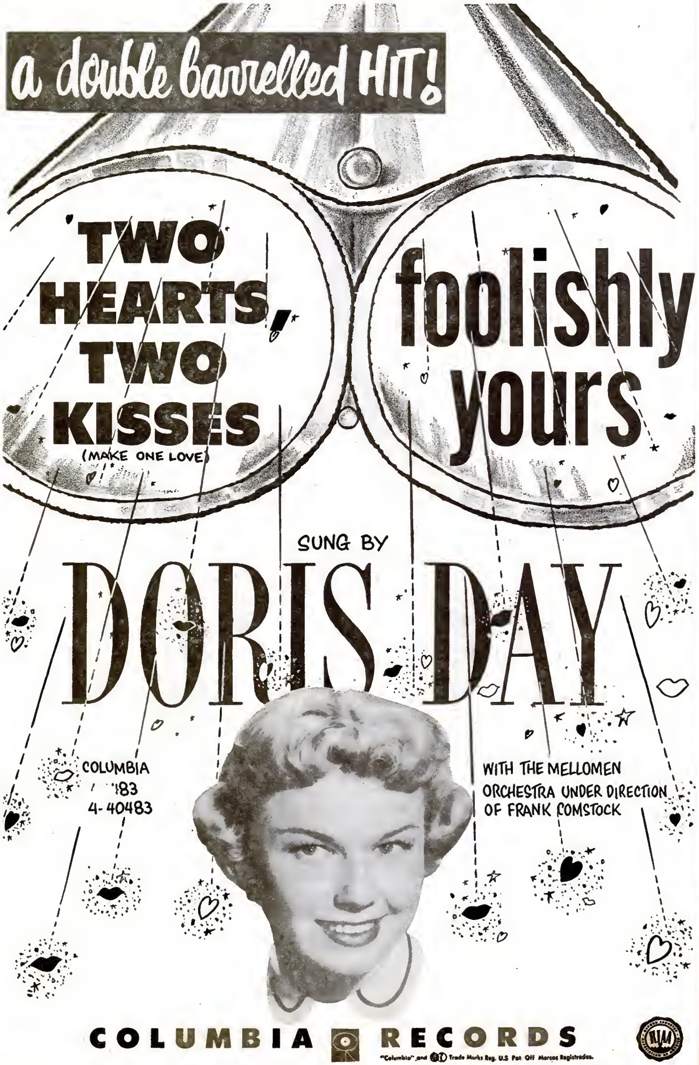
Seattle
1. **Ballad of Davy Crockett** F. Parker, Col.
2. **Melody of Love**, B. Vaughn, Dot
3. **Crazy Otto Medley**, J. Maddox, Dot
4. **Tweedle Dee**, G. Gibbs, Mer.
5. **Hearts of Stone**, Fontane Sisters, Dot
6. **Sincerely**, McGuire Sisters, Cor.
7. **Melody of Love**, D. Carroll, Mer.
8. **Open Up Your Heart** Cowboy Church Sunday School, Dec.
9. **Close Your Eyes**, T. Bennett, Col.
10. **Birth of the Boogie**, B. Haley, Dec.

SEE YOU AT THE MOA

"X"

RECORDS MARK THE HITS!

... MANY OF THE "X" ARTISTS AND STAFF WILL BE THERE TO GREET YOU AT THE "X" BOOTHS


a double barrelled HIT!
TWO HEARTS, TWO KISSES
(MAKE ONE LOVE)
foolishly yours
SUNG BY
DORIS DAY
COLUMBIA
183
4-40483
WITH THE MELLOMEN
ORCHESTRA UNDER DIRECTION
OF FRANK COMSTOCK
COLUMBIA RECORDS
"Columbia" and Trade Marks Reg. U.S. Pat. Off. Marcas Registradas.

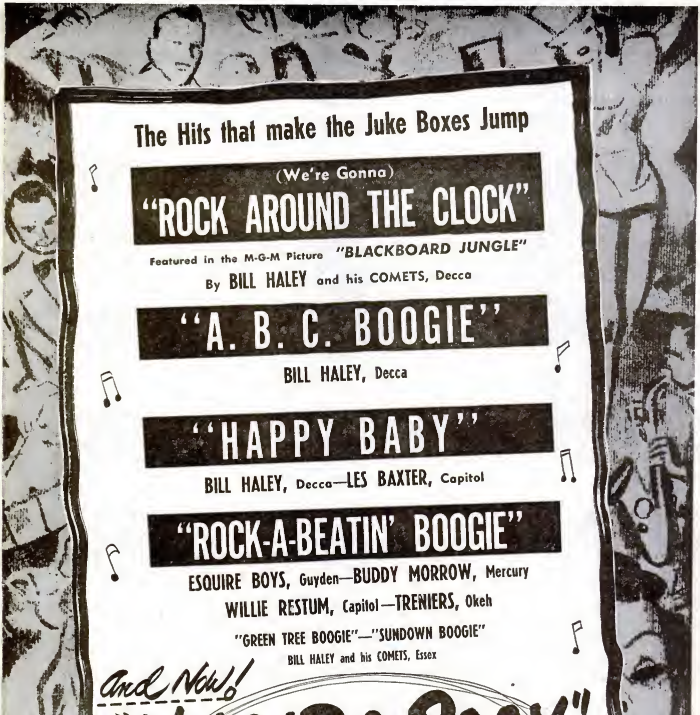
My Sincere Gratitude..Ops

FRANKIE LAINE

"STRANGE LADY IN TOWN"
"COOL WATER"
Col. #40457

COLUMBIA RECORDS

GAC GENERAL ARTISTS CORPORATION
NEW YORK • CHICAGO • BEVERLY HILLS
CINCINNATI • DALLAS • LONDON


The Hits that make the Juke Boxes Jump
(We're Gonna)
"ROCK AROUND THE CLOCK"
Featured in the M-G-M Picture "BLACKBOARD JUNGLE"
By BILL HALEY and his COMETS, Decca
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BILL HALEY, Decca
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BILL HALEY, Decca—LES BAXTER, Capitol
"ROCK-A-BEATIN' BOOGIE"
ESQUIRE BOYS, Guyden—BUDDY MORROW, Mercury
WILLIE RESTUM, Capitol—TRENIERS, Okeh
"GREEN TREE BOOGIE"—"SUNDOWN BOOGIE"
BILL HALEY and his COMETS, Essex
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singing

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and

NOBODY ASKED ME TO GO

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and

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• **Best Sellers in Stores**

For survey week ending December 29

1. MR. SANDMAN—Chordettes........ 1 11
I Don't Wanna See You Cryin'—
Cadence 1247—ASCAP

• **Most Played in Juke Boxes**

For survey week ending December 29

1. MR. SANDMAN—Chordettes......... 1 9
I Don't Wanna See You Cryin'—
Cadence 1247—ASCAP

• **Most Played by Jockeys**

For survey week ending December 29

1. MR. SANDMAN—Chordettes......... 2 11
I Don't Wanna See You Cryin'—
Cadence 1247—ASCAP

HONOR ROLL OF HITS Trade Mark Reg.

The Nation's Top Tunes

For survey week ending December 29

1. **Mr. Sandman** 1 10

THE BILLBOARD, JAN. 8TH ISSUE

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The CHORDETTES

CURRENT SMASH RELEASE

LONELY LIPS

and

THE DUDELSACK SONG

A Billboard "Spotlight," 3/19 issue

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PASS IT ON

AND

LET'S STAY HOME TONIGHT

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William Morris

The Billboard Music Popularity Charts

POPULAR RECORDS

• Review Spotlight on . . .

RECORDS

HILLTOPPERS
The Door Is Still Open (Berkshire, BMI)
Teardrops From My Eyes (Simon House, BMI)—Dot 1534—The Dot label is hot right now, and this disk can only enhance their sales-appeal. Lead singer Jimmy Sacca—just out of the Army—gives a standout performance on both sides. His expressive warbling is particularly effective on "The Door Is Still Open," a moving ballad. The flip features a warmly sincere reading of a fast-paced weeper "Teardrops From My Eyes."

PATTI PAGE
Keep Me in Mind (Colony, ASCAP)
Little Crazy Quilt (Lear, ASCAP)—Mercury 70579—This is the best record Patti Page has had in some time, and it should get plenty of jockey play and dealer attention. "Keep Me in Mind" is a breezy rhythm ballad with a good beat and strong melodic line. "Little Crazy Quilt" is a charming novelty sung by the canary with brightness and delicacy of pacing. The gal's popular double-track vocal gimmick is used to advantage on both sides.

THE GOOFERS
Flip, Flop and Fly (Progressive, BMI)—Coral 61383—Coral's new group of vocal-instrumentalists has a sock pop version of the r.&b. hit. The boys warble with drive, humor and a sure rhythm sense, while the ditty itself is the kind of alive-and-kicking r.&b. novelty material that is strong right now in the pop field. Johnnie Ray also has a good version of the song out this week on Columbia. Flip on the Goofers disks is "My Babe" (Regent, BMI).

LEROY HOLMES
Unchained Melody—M-G-M 11962—This instrumental version of the strong flick tune is in the vein of several previous Holmes hits—lush string orking, plus moody whistling by Fred Lowery. It should be touch-and-go between this one and the similar Les Baxter version on Capitol, which preceded it by a couple of weeks. Vocal versions by Hibbler and Hamilton (see rhythm and blues Spotlight) should also come in for a heavy share.

DON CORNELL
The Door Is Still Open (Berkshire, BMI)
Most of All (Arc, BMI)—Coral 61393—The singer pulls a style-switch on this one and comes up with two excellent sides in the pop-r.&b. groove. "The Door Is Still Open" is a highly effective ballad with a good beat and an appealing vocal. The flip features a fairly restrained Cornell reading of an up-tempo love song, with an infectious beat. Both sides should pull their full share of plays, with "The Door Is Still Open" apt to prove stronger.

• Reviews of New Pop Records

BILLY VAUGHN ORK
Silver Moon 87
DOT 15347—A Billboard "Spotlight" 3-19-'55. **(Harms, ASCAP)**
Baby of Mine....75
The ork swings gently thru a happy little score. Real listenable, but not in the commercial slot of the powerhouse flip. **(Randy-Smith, ASCAP)**

EDDIE FISHER
Take My Love 86
VICTOR 6071—A Billboard "Spotlight" 3-19-'55. **(Feist, ASCAP)**
Just One More Time....84
A Billboard "Spotlight" 3-19-'55. **(Paxton, ASCAP)**

THE CHORDETTES
The Dudelsack Song 85
CADENCE F7-OW-0866—A Billboard "Spotlight" 3-19-'55. **(Hill & Range, BMI)**
Lonely Lips....84
A Billboard "Spotlight 3-19-'55. **(Teepee, ASCAP)**

PATTI PAGE
Keep Me In Mind 80
MERCURY 70579—This is one of those subtle rhythmic tunes that the thrush does so well. The disk has a solid beat and Miss Page's vital show-wise personality shines thruout. Deejays and operators will endorse with plenty of play **(Colony, ASCAP)**
Little Crazy Quilt....79
Mercury's wholesome songbird thrushes a charming ditty, which should appeal to both the pop and kidde market, a la many of her past platters. The double-voice track features Miss Page's usual pretty blend and delicate, deft vocal touches. **(Lear, ASCAP)**

THE DE CASTRO SISTERS
Boom Boom Boomerang 80
ABBOTT 3003—Rhythm novelty is sold strongly by the De Castros. Happy spirit figures to attract jock and juke play, gaining much exposure on the strength of their last disking. **(Dandelion, BMI)**
Let Your Love Walk In....76
A punch-laden backing awards solid rhythmic support to the gals in this effective warble. It will win spins. **(Teri, ASCAP)**

FRANK SINATRA
Two Hearts 79
CAPITOL 3024—Sinatra rides the trend with this strong reading of the r.&b. hit. He's singing out very well, and the side will get strong exposure.
Bottom to the Top....76
Another in the same pop-r.&b. groove and Sinatra belts it out with skill and authority. Makes a strong coupling with the flip.

LU ANN SIMMS
The Siamese Cat Song 79
COLUMBIA 40467—Oriental novelty is from same cartoon. Thrush double-tracks her own harmony, while Mitch Miller provides some virtuosic cat effects. Should enjoy some healthy action all around, and especially with the kids. **(Disney, ASCAP)**
La La Lu ...75
Attractive, gentle lullaby is also from Disney's "Lady and the Tramp," and was cleffed by Peggy Lee and Johnny Burke. One of Lu Ann's best jobs. **(Disney, ASCAP)**

EDDIE FONTAINE
On Bended Knee 78
"X" 108—A potent rock and roller. Cleffer bass also provides the rock-ribbed backing for a stand-out vocal. **(United, ASCAP)**
I Miss You So....76
The "Rock Love" exponent shouts up a Laine-storm in this effective torcher. Could register. **(Leeds, ASCAP)**

THE CHEERS
Blueberries 78
CAPITOL 3075—An amusing tongue-in-cheek take-off on the r.&b. novelty, with solid pacing and a showmanly vocal by the group. The platter boys and juke fans should hand it spins **(Quintet, BMI)**
Can't We Be More Than Friends? ...70
An okay up-tempo vocal blend on an attractive ballad, but flip has more commercial appeal. **(Quintet, BMI)**

ALFREDITO ORK
His Majesty's Cha-Cha-Cha 76
RAINBOW 282—One of the most danceable mambo sides in recent months. Good big band and flavorful Latin group vocal over the leader's persistent piano. Should see plenty of action.
Love for Sale....72
This one's a bolero, and a good coupling juke-wise. Fine trumpet choir complements Alfredito's vibes in a Joe Calanni score.

GADABOUTS
Oochi Pachi 76
MERCURY 70551 — Group novelty, with a beat, has gimmicky catch refrain that could mean action. **(Gallo, BMI)**
(You Make My Heart) Go Boom Boom....72
Another lively, gimmicky side. **(Pure, BMI)**

PEGGY LEE
Bella Notte 75
DECCA 29460—Peggy Lee renders a

(Continued on page 124)

A Cornell Classic

Heading
for
HITDOM!

Don
CORNELL

sings
his great
version
of . . .

MOST OF ALL

THE DOOR IS STILL OPEN TO MY HEART

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The De Castro Sisters

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and

"LET YOUR LOVE WALK IN"

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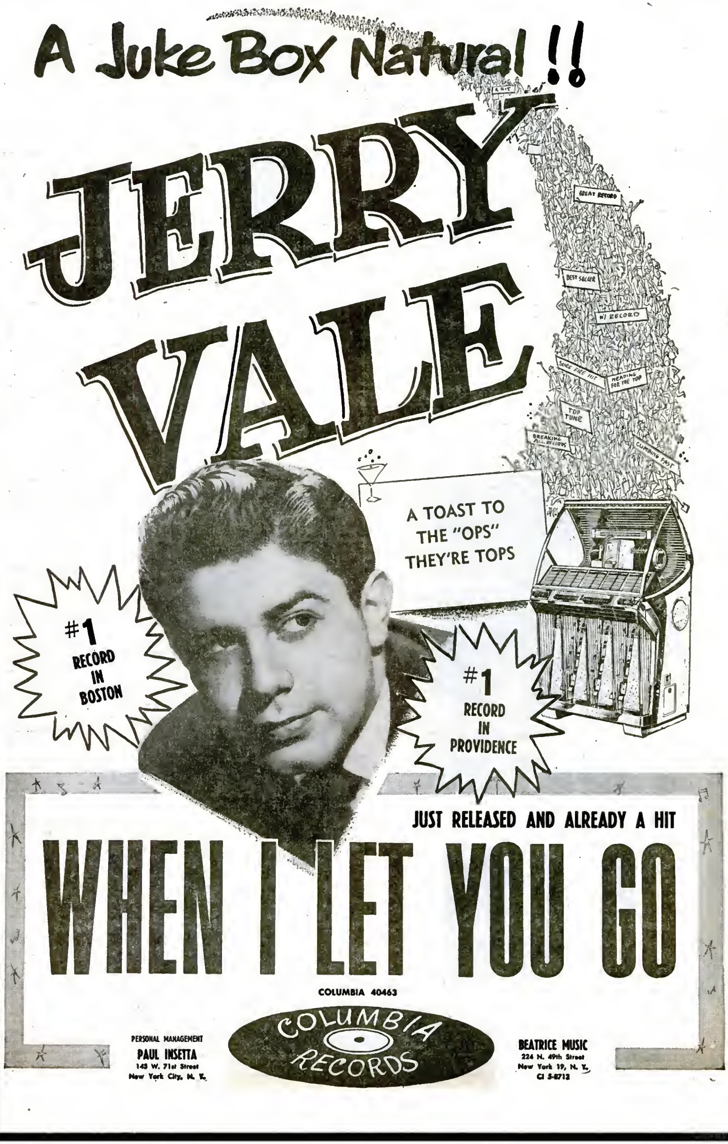

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CLIMBING FAST
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The Billboard Music Popularity Charts

POPULAR RECORDS

• Reviews of New Pop Records

• Continued from page 120

tasteful vocal on this pretty ballad from the flick, "Lady and the Tramp." Lush string backing by Victor Young. **(Disney, ASCAP)**

La La Lo....75
Another well-produced side. Ditty from the same flick is a lullaby-type tune, and pretty. **(Disney, ASCAP)**

ALMA COGAN
Blue Again 74
VICTOR 6063—A bright version of the old musical comedy tune. Ork hes lilting arrangement to back Alma Cogan's stylized vocal. **(Keith Prowse, ASCAP)**

Paper Kisses....73
The British thrush has a fresh sound, and ork has a lively, happy beat. Makes a nice coupling for tha flip. **(Fields, ASCAP)**

HARMONICATS
Harlem Nocturne 74
MERCURY 70584—A bluesy mood piece. Harmonicats' instrumental style is finn. Waa will provide deejays with nice programming. **(Shapiro-Bernstein, ASCAP)**

Mickey....72
The light melody and lilting beat provide a sherp change from the flip. **(Harms, ASCAP)**

RONNIE HILTON
Prize of Gold 74
VICTOR 6045—Big ballad from the title flicker is awarded a warm and resonant performance. Many will lika Hilton's piping here, and tha side could win ampla exposure. **(Columbia Pictures, ASCAP)**

My Loving Hands....71
Another knowing chant job by Hilton. Backing by strings is in the best British pop tradition—nice and lush. **(Fields, ASCAP)**

FRED WARING ORK
We'll Go a Long, Long Way Together 74
DECCA 29451 — A rousing marcb tune by glee club and soloists. Should register with regular Waring buyers. **(Fox, ASCAP)**

He Was the Happiest....70
Boisterous crew has just tendered a farewell fete for one of the boys about to be wed. Entertaining special occasion side. **(Shawnee, ASCAP)**

JOHNSTON BROTHERS
Heartbroken 74
LONDON 1545—It's the oldie, done in nostalgic style. Pleasing arrangement backs the Johnston Brothers' vocal. Good listening here.

Majorca....70
This Mediterranean-styled lyric is interpreted with considerable charm by the Johnston Brothers. Nice, for a limited market.

FRANK CHACKSFIELD ORK
Pavements of Paris 73
LONDON 1530—The British maestro captures the mood of the streets of Paris in this little tone poem. Nice instrumental, with a sensitive arrangement.

Glorious....73
Another instrumental in the Chacksfield manner, with sweeping strings and melody.

SPIKE JONES ORK
Hi Mister! 73
VICTOR 6064—A cute dilly of tha kid who loves the candy his sister's boy friend brings. It's not in Spike's hilarious style. Rather, it's got a tender touch. May get jockey attention. **(Simon House, BMI)**

This Song Is for the Birds....70
Kiddies may like this piece of song satire. It's full of quacks, whistles and bird calls. **(Oakhurst, BMI)**

DICK CONTINO
Sleepytime Gal 73
MERCURY 70587 — Dreamy, Danceable accordion solo with guitar spells. A handy nostalgic item for jock and juke play. **(Feist, ASCAP)**

Limehouse Blues....68
Flashy instrumental side by the Liberace of the accordion. Mainly for the fan club. **(Harms, ASCAP)**

ARTIE WAYNE
A Hundred Years From Today 73
MERCURY 70589 — An attractive oldie gets new life pumped into it via Wayne's persuasive warble, and well-conceived shuffle backing helps. **(Feist, ASCAP)**

Don't Come Any Closer....67
Wayne is almost convincing in this Latinized puff. **(Amenra)**

JACK PLEIS ORK
When You Wish Upon a Star 72
DECCA 29457 — Pretty standard is from Disney's "Pinocchio" flick. Fine choral and ork rendition merits deejay use. **(Bourne, ASCAP)**

Heigh Ho;
Whistle While You Work....71
More Disney and attractively done. Single, unpackaged disking of this material is unlikely to attract much dealer attention. **(Bourne, ASCAP)**

LES ELGART ORK
Chattanooga Legion Band 72
COLUMBIA 40458 — A march, in Dixieland style with the Tattle Tales chanting choruses and the band getting a big sound. **(Summit, ASCAP)**

Come to the Mardi Gras....71
An instrumental of the pretty melody. **(Peer International, BMI)**

GEORGIE AULD
Cherry Pink 72
CORAL 61381—A tasteful melodic instrumental treatment of the recently revived ditty, which is also featured in Jane Russell's new movie, "Underwater." Spins are in store. **(Chappell, ASCAP)**

Plantation Boogie....71
A fine rhythmic take-off on Lenny Dee's catchy tune. Should garner jockey play and juke trade. **(Copar, BMI)**

DICK JACOBS ORK
Play Me Hearts and Flowers 72
CORAL 61380—An attractive instrumental. Lush strings and relaxed musicianship make a nice side. **(Advanced, ASCAP)**

My Dear....70
Jacob's ork does a melodic pleasing arrangement of this waltz. A chorus to the effect. **(Leo Feist, ASCAP)**

EDNA McGRIFF
I Was, I Am and Always Will Be 72
NEW DISC 10023—Potent rendition of a strong ballad by a talented thrush. Could make noise in both pop and r.&b. markets, if it can get the exposure. Orking is by Sy Oliver. **(M. & M., BMI)**

A Thousand Burning Bridges....70
Fine tune by Hillard and Fain doesn't have the direct appeal of the flip. **(Chappell, ASCAP)**

VICKI YOUNG
Live Fast, Love Hard, Die Young 72
CAPITOL 3076—Country convert is sung with good projection by Vicki Young. An infectious beat and happy, carefree spirit is contained in this attractive waxing. Good juke wax. **(Central, BMI)**

Zoom, Zoom, Zoom....70
Rhythm ditty is only partially successful in capturing the r.&b. feel. Thrush and ork work hard, tho. **(Mills, ASCAP)**

BUDDY COLE
Plantation Boogie 71
COLUMBIA 40460—Bright singing by the Wood Sisters in front of the Cole organ punches across the rhythm opus effectively. Could do some juke business. **(Copar, BMI)**

Foolishly....70
The Wood Sisters sing the ballad tastefully to neat backing by the Cole combo. **(Regent, BMI)**

DICK HYMAN TRIO
The Old Professor 70
M-G-M 11951—A bright job of 88'ing on a gimmicked piano. Opus has catchy rhythmic variation that adds lots of listening values. Good juke filler. **(Hollis, BMI)**

Besame Mucho....68
The hip pianist has another attractive slicing here. **(Peer, BMI)**

DAVID CARROLL
Cecilia 70
MERCURY 70583—A gay revival of the oldie, with an almost exact take-off on the original Ronnie Kemper vocal. Should do some juke business. **(Bourne, ASCAP)**

Two Timin' Gal....68
An old-fashioned reading of a swingy ditty with a strong 1920's flavor. **(Main St., BMI)**

SCATMAN CROTHERS
Dearest One 70
CENTURY 710 — An ingratiating reading of a moving ballad, with lush backing. Good jockey and juke wax. **(Kavelin, BMI)**

Keep That Coffee Hot....68
A rhythmic novelty receives a personable interpretation by Crothers. Benny Carter's ork provides solid backing all the way. **(Kavelin, BMI)**

LEONA ANDERSON
Limburger Love 70
COLUMBIA 40459—This is a weird one, and it's crazy enough to get some spins. Ditty is a satire on the current rhythm and blues style. The lyrics are low comedy, delivered by a gal with a "cultivated" and broken set of pipes.

Yo-Ho! The Crow....65
Another satiric side, with a comic, folksy touch, but it lacks the nutty yocks of the flip. **(Ludlow, BMI)**

NEIL LEWIS ORK
Easter Parade 70
TICO 245—Pianist and his rhythm feature regular mambo tempo here for an exciting side. This side should score with mambo-niks.

How Important Can It Be?....63
A piano che-cha-cha version of the hit tune. Percussive 88'ing is more danceable then listenable.

RUSH ADAMS
The Rose in Her Hair 69
M-G-M 11953—A sincere, full-voiced version of the flamboyant oldie, with melodic backing by David Linden. **(Witmark, ASCAP)**

Only for You....69
A warm romantic reading by the label's new singer of a listenable ballad. **(Simon House, BMI)**

JOE MARINE
If It Wasn't for You 73
NEW DISC 10019—Pop weeper is sung with impressive sincerity by Marine. Good wax. **(Tee Pee, ASCAP)**

Goodnight My Love....68
A gentle warble of the evergreen that will provide pleasant listening for many, if exposed. **(Robbins, ASCAP)**

BUD DECKLEMAN
What Is It, Darling? 69
M-G-M 11952—The country warbler conveys the weeper with compelling sincerity. **(Acuff-Rose, BMI)**

No One, Dear, But You ...67
Deckleman chants the weeper with a

(Continued on page 128)

SONGS AMERICA SINGS...

Among the songs the American Music-loving Public has favored most in the past few months are these . . . BMI licensed songs which have been consistently on the best-seller lists and on the charts of most-played on Radio, TV and Coin-machines . . .

POPULAR

THE BALLAD OF DAVY CROCKETT (Wonderland)
Walter Schumann Voices—Victor; Sons of the Pioneers—Bluebird; Tennessee Ernie—Capitol; Mike Stewart-Jimmy Leyden—Little Golden; Bill Hayes—Cadence; Rusty Draper—Mercury; Burl Ives—Decca; Fess Parker—Columbia; Steve Allen—Coral; Mac Wiseman—Dot

CRAZY 'BOUT YOU, BABY (Sunbeam)
The Crew Cuts—Mercury; Four Bells—Bell

DIM, DIM THE LIGHTS (Republic)
Bill Haley—Decca; The Top Hatters—Cadence

EARTH ANGEL (Dootsie Williams)
The Penguins—Dootone; Gloria Mann—Sound; Les Baxter—Capitol; The Crew Cuts—Mercury; Pat O'Day—MGM

EVERLOVIN' (Tannen)
Patti Page—Mercury; Boyd Bennett—King; Davis Sisters—Victor

GOODNIGHT, SWEETHEART, GOODNIGHT (Arc-Regent)
McGuire Sisters—Coral; Sunny Gale—Victor; Gloria Mann—Jubilee; Ella Mae Morse—Capitol; Johnny & Jack—Victor; Spaniels—Vee Jay

HEARTS OF STONE (Granite-Regent)
Fontane Sisters—Dot; McGuire Sisters—Coral; Jack Haskell—Camden; Red Foley—Decca; Vicki Young—Capitol; The Jewels—R & B; Rudy Gray—Capitol; Charms—DeLuxe; Ruby Wells—Victor; Louis Innis—King; Goofers—Coral; Four Bells—Bell

IF YOU LOVE ME (Duchess)
Vera Lynn—London; Shirley Harmer—MGM; Gayle Larson—Tops; Kay Starr—Capitol; Bing Crosby—Decca; Hadda Brooks—Epic; Edith Piaf—Columbia; Julius LaRosa—Cadence; Wilburn Brothers—Decca; Dorothy Squires—London; Jan Peerce—Victor; Trio Los Panchos—Seeco; Helen Forrest—Bell; Marlon Marlowe—Columbia

I'M A FOOL TO CARE (Peer)
Les Paul-Mary Ford—Capitol; Anna Marie-Stardusters—Flair; Larry Clinton—Bell; Gene Autry—Columbia; Billy Walker—Columbia

KO KO MO (Meridian)
Louis Armstrong-Gary Crosby—Decca; Hawkshaw Hawkins-Rita Robbins—Victor; Goldie Hill-Red Savine—Decca; Betty & Marion Hutton—Capitol; Jackie Hill-Jack Cardwell—King; Bill Dornell-Betty Clooney—"X"; Perry Como—Victor; Marvin & Johnny—Modern; The Charms—DeLuxe; Tito Rodriguez—Victor; The Crew Cuts—Mercury; Gene & Eunice—Combo; The Flamingoes—Parrot; Dooley Sisters—Tampa; Andy Griffith—Capitol

LET ME GO, LOVER (Rumbalero)
Joan Weber—Columbia; Prom Orch.—Prom; Jimmy Wakely—Coral; Sunny Gale—Victor; The Counts—Dot; Carmen Taylor—Guyden; Patti Page—Mercury; Teresa Brewer—Coral; Four Tunes—Jubilee; June Carter—Columbia; Peggy Lee—Capitol; Hank Snow—Victor; Jack Haskell—Camden; Dean Martin—Capitol; Susan Miller—Bell; Hits-A-Poppin'—Parade

MALAGUENA (E. B. Marks)
Caterina Valente—Decca; Stan Kenton—Columbia

NO MORE (Maple Leaf)
McGuire Sisters—Coral; The 3 Belles—Bell; The Gaylords—Mercury; Guy Lombardo—Decca; DeJohn Sisters—Epic; Betty Amos—Mercury

OPEN UP YOUR HEART (Hamblen)
Cowboy Church Sunday School—Decca; George Shea-Statesmen—Victor; McGuire Sisters—Coral; The Lancers—Coral; Gale & Rosemary Clooney

PLEDGING MY LOVE (Lion)
Four Lads—Columbia; Tommy Mara—MGM; Johnny Ace—Duke; Louis Armstrong—Decca; Teresa Brewer—Coral; Ronnie Gaylord—Mercury; The Thunderbirds—DeLuxe

ROCK LOVE (Lois)
Fontane Sisters—Dot; Eddie Fontaine—"X"; Elaine Gay—DeLuxe; Dolores Gray—Decca; Teresa Brewer—Coral; Lula Reed—King; Billy Farrell—Mercury

SHAKE, RATTLE AND ROLL (Progressive)
Bill Haley & his Comets—Decca

SH-BOOM (Progressive-St. Louis)
The Chords—Cat; Henry Jerome—Lion; Ralph Flanagan—Victor; Leon McAuliffe—Columbia; Billy Williams—Coral; Tria Los Flamingos—Colonial; Stan Freberg—Capitol

SINCERELY (Arc-Regent)
McGuire Sisters—Coral; Bob Wills—Decca; Billy Fields—MGM; Louis Armstrong—Decca; The Moonglows—Chess; The 3 Belles—Bell; Johnnie & Jack—Victor

THAT'S ALL I WANT FROM YOU (Weiss & Barry)
Jaye P. Morgan—Victor; Susan Miller & Bells—Bell; Dinah Washington—Mercury; Dean Martin—Capitol; Mimi Martel—Tops; York Brothers—King; Audrey Williams—MGM; Hits-A-Poppin—Parade; Jack Haskell—Camden; Prom Orch.—Prom; Dick Jacobs—Coral; Larry Darnel—Savoy

TWEEDLEE DEE (Progressive)
Georgia Gibbs—Mercury; Pee Wee King—Victor; Teresa Brewer—Coral; The Lancers—Coral; Dorothy Collins—Audivox; Bop-A-Loos—Mercury; Vicki Young—Capitol; Lavern Baker—Atlantic; Al Sears—Herald; Bonnie Lou—King

THIS OLE HOUSE (Hamblen)
Rosemary Clooney—Columbia; Statesmen Quartette—Victor; Rosetta Thorpe—Decca; Blue Ridge Quartette—Gotham; Stuart Hamblen—Victor; Herb & Kay—King; Tex Williams-Rex Allen—Decca; Stamps Quartette—Columbia; Jordanaires—Capitol; Ralph Flanagan—Victor

WEDDING BELLS (Robert Mellin)
Eddie Fisher—Victor; Denise Lor—Mercury; Guy Lombardo—Decca; Frankie Lester—"X"

WHITHER THOU GOEST (Brenner-Kavelin)
Les Paul-Mary Ford—Capitol; George Morgan-Anita Kerr—Columbia; Betty Johnson—Bell; Marion Marlowe—Columbia; O. B. Masingill—Epic; Rita Robbins—Victor; Laurie Loman—Century

RHYTHM and BLUES

(BAZOOM) I NEED YOUR LOVIN' (Quintet)
The Cheers—Capitol; The 3 Belles—Bell; Mimi Martel—Tops; The Charms—Deluxe; Les Elgart—Columbia

GOT MY EYES ON YOU (Progressive)
The Clovers—Atlantic; Gary Crosby—Atlantic

GEE (Meridian)
The Crows—Rama; Jo Loco—Tico; June Hutton—Capitol; Somethin' Smith-Shylarks—Epic

HONEY LOVE (Progressive)
The Drifters—Atlantic; Bunny Paul—Essex; The Carlisles—Mercury

HURTS ME TO MY HEART (Monument)
Mary Del-Archie Bleyer—Cadence; Faye Adams—Herald; Elton Britt—Victor; York Brothers—King; Johnny Parker—Coral

I WANNA HUG YA, KISS YA, SQUEEZE YA (Arc-Regent)
Buddy & Claudia—Chess; Mike Pedicin—Victor; Billy Williams—Coral; Bull Moose Jackson—King; Lu Ann Simms—Columbia

JOHNNY HAS GONE (Crossroads)
Varetta Dillard—Savoy; Patti Jerome—Josie; The Five Wings—King

LING TING TONG (St. Louis)
The Charms—DeLuxe; Hits-A-Poppin'—Parade; Hawkshaw Hawkins—Victor; 5 Keys—Capitol; Prom Orch.—Prom; Artie Malvin—Waldorf

MAMBO BABY (M & M)
Ruth Brown—Atlantic; Dolly Wade—2 Mikes; Edna Mae McGriff—Favorite; Georgia Gibbs—Mercury; Sy Oliver—Bell

OOP-SHOOP (Flair)
The Crew Cuts—Mercury; Prom Orch.—Prom; Hamilton Sisters—Columbia; Helen Grayco—"X"; Kay Brown—Crown; Big John—Okeh; Harry James—Columbia; Shirley Gunter—Flair; Gayle Larson—Tops

PLEASE FORGIVE ME (Lion)
Johnny Ace—Duke

RUNAROUND (Regent)
The Three Chuckles—"X"; Larry Clinton—Bell; The Loreleis—Dot; The Orioles—Jubilee; Karen Chandler—Coral; The Brigadiers—Waldorf; Bill Farrell—Mercury

SUCH A NIGHT (Raleigh)
Johnnie Ray—Columbia; Bunny Paul—Essex; Dinah Washington—Mercury; Clyde McPhatter—Atlantic; Jane Turzy—Decca; Cab Calloway—Bell; Perez Prado—Victor

WORK WITH ME ANNIE (Lois)
The Midnighters—Federal

COUNTRY and WESTERN

COMPANY'S COMIN' (Barton)
P. Wagoner—Victor

DON'T DROP IT (American)
Terry Fell—"X"; Betty Amos—Mercury; Wilburt Harrison—Savoy; Jimmy Hartley—DeLuxe; Singing Wanderers—Decca; Laurie Sisters—Mercury; Tommy Sands—Victor; Red Savine—Decca

I DON'T HURT ANYMORE (Hill & Range)
Hank Snow—Victor; Ray Anthony—Capitol; Dinah Washington—Mercury; Eddy Arnold—Victor; Rusty Howard—Tops; Tommy Loftin—Puccio

IF YOU AIN'T LOVIN' (Central)
Faron Young—Capitol; Bull Moose Jackson—King

IF YOU DON'T, SOMEBODY ELSE WILL (Acuff-Rose)
Jimmy Lee-Johnny Mathis—Chess; Rita Robbins—Victor; Ray Price—Columbia; Wanda Jackson-Billy Gray—Decca; Tommy Loftin—Broadway; Cliff Johnson—Tops

I REALLY DON'T WANT TO KNOW (Hill & Range)
Eddy Arnold—Victor; Randy Hughes—Bell; Johnny Palce—Crystal; Bob Carroll—Derby; Bob Santa Maria—MGM; Billy Ward—King; Freddie Darian—Cormac; Ernie Berger—King; Betty Cody—Victor; Les Paul-Mary Ford—Capitol

KISS-CRAZY BABY (Sheldon)
Johnny & Jack—Victor; The Crackerjacks—Kapp; Delta Rhythm Boys—Decca; Ralph Marterie—Mercury

LOOKING BACK TO SEE (Dandelion)
Maxine & Jim Edward Brown—Fabor; Ruby Wills-Grandpa Jones—Victor; Goldie Hill-Justin Tubb—Decca; Joe Lipman—MGM; Bob Sandy-Gayle Larsen—Tops; Guy Lombardo—Decca

LOOSE TALK (Central)
Carl Smith—Columbia

MORE AND MORE (Commodore)
Webb Pierce—Decca; Merle Kilgore—Imperial; Guy Lombardo—Decca

THE NEW GREEN LIGHT (Brazos Valley)
Hank Thompson—Capitol

ONE BY ONE (Acuff-Rose)
Red Foley-Kitty Wells—Decca; Ken Marvin—Victor

PENNY CANDY (Dandelion)
Jim Reeves—Abbott; Merv Shiner—Victor

SLOWLY (Cedarwood)
Webb Pierce—Decca; Bill Carey—Victor; Randy Hughes—Bell; Guy Lombardo—Decca

THIS IS THE THANKS I GET (FOR LOVING YOU) (Hill & Range)
Eddy Arnold—Victor; Bob Sandy—Tops; Vonnie Taylor—Capitol; Marian Caruso—Decca; Betty Johnson—Bell; Tommy Loftin—Puccio

BROADCAST MUSIC, INC. 589 FIFTH AVENUE NEW YORK 17, N.Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

BMI 15th Anniversary 1940 1955

THE WEAKER SEX?

not with records . . .
THE GALS GOT IT!

JUST RELEASED

'Dancing And Dreaming'

coupled with

'The Old Town Hall'

(TAKE YOUR PICK)

THE LAURIE SISTERS

MERCURY 70596 • 70596x45

Mercury RECORDS

The Billboard Music Popularity Charts

POPULAR RECORDS

• Reviews of New Pop Records

• Continued from page 124

poignant catch in his voice. (Acuff-Rose, BMI)

THE LIND BROS.
Way-Way-Te-Nan-Go 69
MERCURY 70564—The Brothers do some happy, hearty vocalizing on a gay, bouncy novelty with some bright backing. Good juke item. **(Sheldon, BMI)**
My Angelina....67
The boys blend nicely on a pretty little ditty with a Venetian flavor. **(Frederick, BMI)**

ARLINE TYE
Stop Ringing My Bell 68
M-G-M 11957 — She's chasing him from her door until his intentions are matrimonial. A sexy warble by the thrush. **(Mellin, BMI)**
What Was I to Do?....66
Cute patter ditty is delivered pleasantly by Arline Tye. Easy listening. **(Mellin, BMI)**

RUSS LANDI
Luna Mezz'o Mare 67
CRESCENT 1001—"Angelina" in the original Italian version. Should do well in Italian neighborhoods. **(Italian Book, ASCAP)**
I've Been Alone Too Long....63
Landi used to sing as "Chris Columbo," and he sounds a little like his late cousin Russ, tho fuzzy mike pick-up hurts his chances. **(Cromwell Music, ASCAP)**

VIC ARMAND
There's Lots-a Room 66
CYCLE 101—Novelty ditty gets the benefit of a reading that has an infectious beat. Armand's vocal is ably backed by Sid Feller. **(Linmar)**
The Wedding Waltz....62
Melodic three-beat melody gets a routine vocal performance. **(Linmar)**

HELEN FORREST
Don't Play That Song Again 64
NEW DISC 10021—The warm-voiced thrush essays a punchy delivery here that doesn't quite register. **(Hawthorne, BMI)**
False Alarm....64
Plenty of noise and exuberance here involving a Freilich-type tune. **(Hawthorne, BMI)**

TAD BRUCE
There's Something in the Wind 63
WATCO 111-11—The baritone sings the soaring ballad ably. Lavish backing helps. **(Eastern, BMI)**
Cryin' in My Beer....62
Waltz novelty (okay singing-waiter material) is handed a big production. **(Eastern, BMI)**

KARL KING-DON ROTH TRIO
In the Twilight Rays 60
CARDINAL 1031 — King reveals a pleasant baritone in a sentimental old-fashioned song. **(Commercial)**
Love's Sweet Story....60
Same comment. **(Commercial)**

DON SMITH
S'posin' 50
EMPIRICAL 5002 — Cool backing creates a pleasant mood behind the warm chanting by Smith.
Your Dream....48
A quiet and tender warble of a romantic ditty.

Vox Jox

• Continued from page 19

class with the American Forces Network in Berlin, Germany, where, he reports, Norman Granz's "Jazz at the Philharmonic" pulled a tremendous crowd last month. . . . Russ Barnett, formerly with WTOL, Toledo, has moved to KCNC, Fort Worth.

• • •

Jack Reynolds, ex-spinner at KTOW, Oklahoma City, has joined KGKO, Dallas, where he spins five hours of music daily. . . . Country and western deejay Carl Swanson, WRUN, Utica, N. Y., raised his 15-year-old daughter Janice to follow in his professional footsteps. However, Janice likes her music hot, and her first spinning stint (over WRUN on Saturday afternoons) finds her specializing in r.&b. . . . Don Parker, formerly with WMAS, Springfield, Mass., has moved to WMYR, Fort Myers, Fla. . . . Band leader Walt Harper has started a daily pop show over WHOD, Homestead, Pa.

• • •

Russ McKay is a new staffer at WCAB, Kittaning, Pa. . . . Phil Drumheller will work the turntables on Mark Lee Woods' "Man on the Beat" show over WJKO, Springfield, Mass., during Woods' off-days, while Woods will only do the show twice weekly due to other duties. Linda Carol returns to her WJKO "Dream Girl" show on a permanent basis. . . . Bob Mitchell, of KLIF, Dallas, has become program director of KLIF's El Paso, Tex., affiliate, KELP. . . . Hall Smith, WNDC, Durham, N. C., has taken over the "Carolina in the Morning" show.

• • •

Milton Maltz, WKHM, Jackson, Mich., has been made program director of the station, in addition to his regular four-hour daily deejay session. . . . John Drodz and Lou Pyka have joined KLYN, Amarillo, Tex. . . . Joe Deane, KQV, Pittsburgh, is now doing a daily show from the National Record Mart. . . . Erie, Pa., sportswriter Lloyd Busch has turned deejay for WLEU, Erie, Pa. He spins 'em from 3 to 5 a.m. on WLEU's "Music From the Night." . . . Francis Mike Fitzgerald has taken over the 7:30-9:30 a.m. early morning seg over WGIV, Charlotte, N. C. He's also the station's general manager.

• • •

John C. Williamson, former program director of KWPC, Muscatine, Ia., has been promoted to the program director post at WITZ, Jasper, Ind. . . . Bob Cole, WPRC, Lincoln, Neb., has started a new program, "Colepile Limited." . . . Jimmy Morgan is the new nightman on "Stardust Special" over WBIP, Booneville, Miss. . . . Rudy Zurlo, formerly of WCSS, Amsterdam, N. Y., replaces Herschell Barbour at WCKB, Dunn, N. C., while Barbour moves over to WTYC, Rock Hill, S. C.

SURFACE CHATTER: Ted Nabors, ITHT, Houston, inspires unusual devotion from his fans even for a Texan. Mrs. S. J. Picheloup, New Iberia, La., writes veritible paeans in praise of him. Among other adiring statements, Mrs. Picheloup says "He kids us along and keeps us feeling like a young filly instead of an old nag." . . . Dick Jones, WRRF, Washington, N. C., writes, "Altho I run an hour-long rhythm and blues show daily and receive between 500 and 600 letters a week from listeners, I receive only a few record samples per week, and these are from secondary companies on the West Coast. We can't play what we don't have. How in the world do the companies expect to sell records?"

• • •

Nick Reyes, KLYN, Amarillo, Tex., will host a series of pop r.&b. dances for teen-

(Continued on page 141)

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

MARCH 24, 1945:
1. Ac-cent-tchu-ate the Postive
2. Rum and Coca-Cola
3. Saturday Night (Is the Loneliest Night in the Week)
4. My Dreams Are Getting Better All the Time
5. A Little on the Lonely Side
6. I'm Beginning to See the Light
7. Candy
8. Don't Fence Me In
9. More and More
10. Sweet Dreams, Sweetheart

MARCH 25, 1950:
1. Music! Music! Music!
2. Chattanoogie Shoe Shine Boy
3. If I Knew You Were Coming I'd've Baked a Cake
4. Rag Mop
5. I Said My Pajamas
6. There's No Tomorrow
7. The Cry of the Wild Goose
8. It Isn't Fair
9. Daddy's Little Girl
10. Candy and Cake

Operators....

- ***no more precious time wasted typing your own title strips***
- ***no more costly guesswork in your record buying***

with

STAR'S

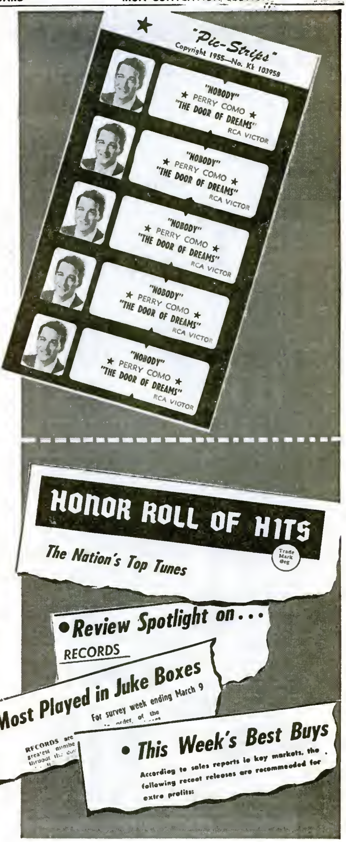
eye-catching

"PIC-STRIP"

service

THE ONLY TITLE STRIP SERVICE BASED EXCLUSIVELY ON

THE BILLBOARD WEEKLY PICKS*


"Pic-Strips"
Copyright 1955—No. Kk 103958
"NOBODY"
★ PERRY COMO ★
"THE DOOR OF DREAMS"
RCA VICTOR
"NOBODY"
★ PERRY COMO ★
"THE DOOR OF DREAMS"
RCA VICTOR
"NOBODY"
★ PERRY COMO ★
"THE DOOR OF DREAMS"
RCA VICTOR
"NOBODY"
★ PERRY COMO ★
"THE DOOR OF DREAMS"
RCA VICTOR
"NOBODY"
★ PERRY COMO ★
"THE DOOR OF DREAMS"
RCA VICTOR
HONOR ROLL OF HITS
Trade Mark Reg
The Nation's Top Tunes
• Review Spotlight on...
RECORDS
• Most Played in Juke Boxes
For survey week ending March 9
• This Week's Best Buys
According to sales reports in key markets, the following recent releases are recommended for extra profits:

MORE PROFITS FOR OPERATORS WITH THIS NEW, LOW-COST WEEKLY TITLE STRIP SERVICE

When you subscribe to this new, time-saving, money-saving service, you get weekly title strip cards for 12 new records, including 6 pop, 3 country and western and 3 rhythm and blues.

You can arrange to receive as many cards for each record as you wish (10 strips per card). And every strip carries a miniature picture of the artist on the record . . . building maximum interest and attention for your machine. With your weekly title strips you will receive a special order form. Use this form to order title strips for any request records of your own choice—which you will receive—at no extra cost—by return mail. (You may split your order between "Pic-Strips" and Universal strips in any ratio you prefer.)

TITLE STRIPS AVAILABLE FOR OVER 10,000 PREVIOUSLY RELEASED RECORDS!

More than one million cards now in stock covering not only major labels but more than 100 independent labels as well. You can get Star printed strips for practically any record issued.

YOUR SELECTION WOES ARE OVER WHEN YOU PROGRAM YOUR BOXES EXCLUSIVELY FROM STAR TITLE STRIP SERVICE

***Star's "Pic-Strip" Service is based on a special Billboard Pop Chart tabulation to spot newest releases having juke box potential. Your risk and guesswork are cut to the bone. Follow the Star "Pic-Strip" Service for programming every one of your boxes. You can be sure of getting all the hits on your machines at just the right time to draw maximum coin from your patrons.**

AMAZING LOW COST—SEND FOR TRIAL ORDER TODAY

STAR TITLE STRIP CO., INC., 2001 FIFTH AVE., PITTSBURGH 19, PENNA.

Okay—send me 1 month basic service . . . 2 cards (10 strips per card) for each of 12 new records (6 pop, 3 country & western, 3 rhythm & blues) weekly for four-week trial period. $4 enclosed.

☐ Send complete price list with price data for all other strips now available.

Name of Company__________

Your Name__________

Address __________

City and State__________

"One by One", operators, I want to thank you for being so good to me.

KITTY WELLS

Here's my latest

WHOSE SHOULDER WILL YOU CRY ON?

and

MAKING BELIEVE

DECCA 29419

Here are other favorites of yours, featuring

KITTY WELLS

and

RED FOLEY

AS LONG AS I LIVE

MAKE BELIEVE

ONE BY ONE

DECCA RECORDS

Breaking All House Records With Complete Show With

ROY ACUFF

and the Smokey Mountain Boys

For Personal Appearances, Contact

FRANKIE MORE

631 Murfreesboro Rd. Nashville, Tenn.
Phone 6-2215

Greetings, Juke Box Ops, from the DOUBLE DYNAMITE Team

JOHNNY AND JACK

We think you'll like...

CARRY ON and SINCERELY

RCA VICTOR 20-6014

and you're still playing

BEWARE OF IT

★

KISS CRAZY BABY

RCA V-20-5880

Complete Show on Tour With
ROY ACUFF
and the Smokey Mountain Boys

For Available Dates, Contact
FRANKIE MORE
631 Murfreesboro Rd., Nashville, Tenn.
Phone 6-2215

RCA VICTOR
FIRST IN RECORDED MUSIC

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• Best Sellers in Stores

For survey week ending March 16

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers thruout the country with a high volume of sales in country and western records. The reverse side of each record is also listed. When a figure is given in parenthesis after the flip title it indicates what position it occupies on the chart.

This Week		Last Week	Weeks on Chart
1.	IN THE JAILHOUSE NOW—W. Pierce I'm Gonna Fall Out of Love With You—Dec 29391—BMI	1	8
2.	LOOSE TALK—C. Smith More Than Anything Else—Col 21317—BMI	2	21
3.	MAKING BELIEVE—K. Wells Whose Shoulder Will You Cry On?—Dec 29419—BMI	4	3
4.	I'VE BEEN THINKING—E. Arnold Don't Forget—(22)—V 20-6000—BMI	4	8
5.	IF YOU AIN'T LOVIN'—F. Young If That's the Fashion—Cap 2953—BMI	3	18
6.	ARE YOU MINE?—G. Wright & T. Tall I've Got Somebody New—Fabor 117—BMI	6	8
7.	MORE AND MORE—W. Pierce You're Not Mine Anymore—Dec 29252—BMI	7	25
8.	KISSES DON'T LIE—C. Smith No I Don't Believe I Will—Col 21340—BMI	8	10
9.	THAT'S ALL RIGHT—M. Robbins Gossip—Col 21351—BMI	11	6
10.	HEARTS OF STONE—R. Foley Never—Dec 29375—BMI	9	12
11.	MAKE BELIEVE—R. Foley & K. Wells As Long As I Live—Dec 29390—BMI	15	2
12.	MAKING BELIEVE—J. Work Just Like Downtown—Dot 1221—BMI	12	3
13.	BALLAD OF DAVY CROCKETT—Tennessee Ernie Farewell—Cap 3058—BMI	—	1
13.	AS LONG AS I LIVE—K. Wells & R. Foley Make Believe—Dec 29390—BMI	10	4
15.	ARE YOU MINE?—G. Hill & R. Sovine Ko Ko Mo—Dec 29411—BMI	—	1

FOLK TALENT & TUNES

• Continued from page 20

the U. S. Naval Base, Jacksonville. On April 2, Dub guests on "Louisiana Hayride," Shreveport; April 7 he appears with the "KTRN Jamboree," Wichita Falls, Tex., and April 9 he guestars on "WBAP Country Roadshow," Fort Worth. On April 16 he begins a two-week swing of Oklahoma and Kansas, opening at Shawnee, Okla. . . . **Carl Stuart** has closed with "Hayloft Jamboree" on WCOP, Boston, effective with last Saturday night's (19) broadcast. Stuart and his personal manager, **Herbert L. Shucher**, are mulling future plans and promise to come up with an announcement soon.

Lula Bell Si and Her Country Folk, of WTTV-TV, Bloomington, Ind., and the "Indiana Barn Dance," Indianapolis, have inked a promotions and booking pact with Paul Gilley Promotions, Maytown, Ky. The seven-piece western string band, featuring Miss Si as vocalist; **John Daniels**, hymn singer, and **Bobby Johnston**, 16-year-old fiddler, opened March 17 at Ottumwa, Ia., for a string of show and square-dance dates thru the Midwest. . . . **Ked Killen and the Mountain All-Stars**, who recently returned to the "920 Show" on WTCW, Whitesburg, Ky., are currently playing high school auditoriums thru Eastern Kentucky and Southwest Virginia with a unit including **Johnny and Margaret Hall, Estill Stewart** and the **Flat Mountain Boys** and other WTCW talent.

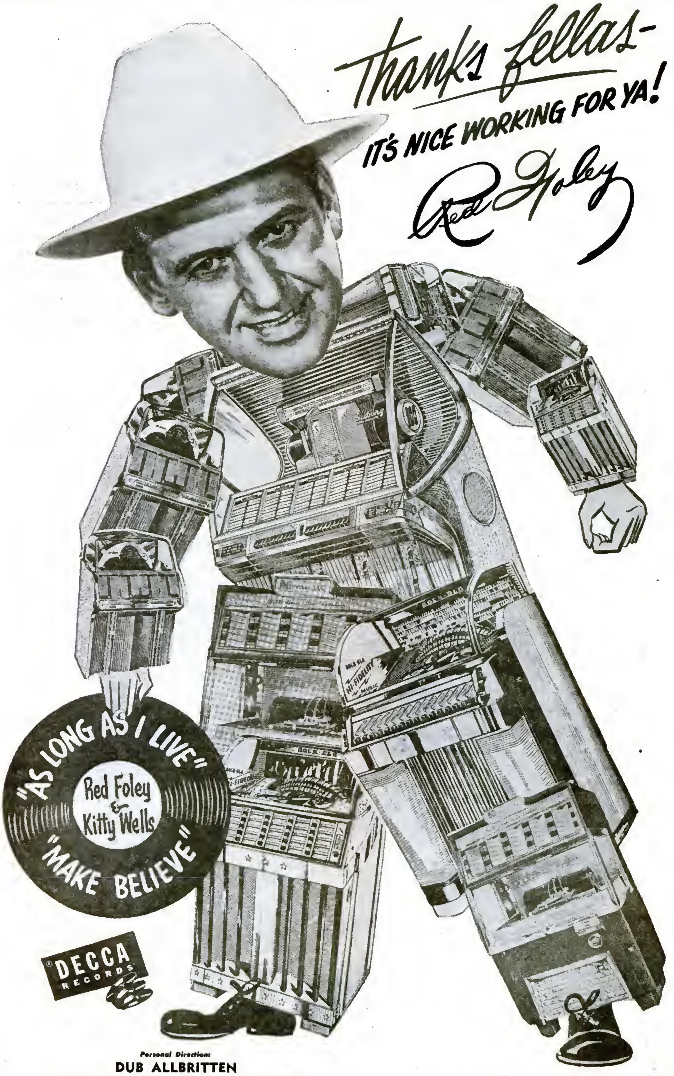
Valley Ballroom, San Benardino, Calif., is being converted to a farmers' market, with the management planning to use live c.&w. talent every Friday and Saturday afternoon. **Cy Smith**, who spins the country wax at KRNO, San Bernardino, will be in charge of bookings and promotions. Americana Corporation, Hollywood, will send some talent into the spot. . . . **Sonny James**, of "Big D Jamboree," Dallas, was booked on the "KNY Jamboree," Brownwood, Tex., March 18, and in Lawton, Okla., March 20. He is working Oklahoma dates March 22-27. . . . The **Relew Twins** and **Helen Hall** visited **Slim Willet**'s "Big State Jamboree" in Abilene, Tex., last Saturday (19).

Newest hook in the Hill & Range catalog is "Hovie Lister's Statesmen Quartet Favorite Gospel Songs." Bearing $1 price tag, the book contains the words and music of 14 gospel tunes, in addition to numerous photo shots of the Statesmen in action. . . . **Werly Fairburn** was special guest on "Louisiana Hayride," Shreveport, last Saturday (19). His newest Capitol waxing is carded to hit the racks around mid-April. . . . **Lee and Terry Edmond**, heard on Original Records, have just signed a three-year, personal-management contract with c.&w. artist-promoter, **Smokey Warren**, of Linden, N. J. The Edmonds recently appeared on "WWVA Jamboree," Wheeling, W. Va. Their latest waxing, "Wedding Day," is reported meeting with a good reception in the Wheeling sector.

Tommy Collins was the visiting guestar on "Big D Jamboree," Dallas, last Saturday (19). . . . **Ferlin Huskey** introduced another of his alter egos to "Grand Ole Opry" fans over WSM, Nashville, recently, in the person of **Simon Crum**, whose first Capitol release, "My Gallina" b.w. "Cuz Yore So Sweet," has just hit the racks. . . . **Tex Daniels and His Ranch Boys** are now being heard over WAAM, Baltimore. . . . "Circle Theater Jamboree," Cleveland, is now the only show of its kind operating in that city, its two former competitors having folded recently. . . . **Hank Zero**, of WALE's "Ranch House," Fall River, Mass., inter-

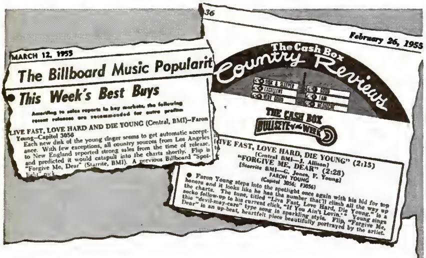
(Continued on page 132)

RCA VICTOR
FIRST IN RECORDED MUSIC
Thanks, Operators
HOMER and JETHRO
"The Kings of Country & Western Comedy"
CURRENT RELEASES
"LET ME GO BLUBBER"
"OVER THE RAINBOW"
"MR. SANDMAN"
"THE NUTTY LADY OF SHADY LANE"
Featured every Saturday on WLS National Barn Dance
Management—KURTZE and FERGUSON
1230 Washington Boulevard Chicago 7, Illinois Phone: MOnroe 6-9700


Thanks fellas-
IT'S NICE WORKING FOR YA!
Red Foley
"AS LONG AS I LIVE"
Red Foley & Kitty Wells
"MAKE BELIEVE"
DECCA RECORDS
HI-FIDELITY MUSIC

Personal Direction:
DUB ALLBRITTEN
Jewell Theater Bldg. Springfield, Missouri Phone 52233

. . . A SMASH COUNTRY HIT


MARCH 12, 1955
The Billboard Music Popularit
• This Week's Best Buys
According to sales reports in key markets, the following recent releases are recommended for extra profits
LIVE FAST, LOVE HARD AND DIE YOUNG (Central, BMI)—Faron Young—Capitol 3056
Each new disk of the young singer seems to get automatic acceptance. With few exceptions, all country sources from Los Angeles to New England reported strong sales from the time of release, and predicted it would catapult into the charts shortly. Flip is "Forgive Me, Dear" (Starrite, BMI). A previous Billboard "Spotlight" pick.
36
February 26, 1955
The Cash Box Country Reviews
THE CASH BOX BULLSEYE of the WEEK
"LIVE FAST, LOVE HARD, DIE YOUNG" (2:15) [Central BMI—J. Allison]
"FORGIVE ME, DEAR" (2:28) [Starrite BMI—G. Jones, F. Young]
FARON YOUNG (Capitol 3056; F3056)
• Faron Young steps into the spotlight once again with his bid for top honors and it looks like he has the number that'll climb all the way up the charts. The tune, titled "Live Fast, Love Hard, Die Young," is a socko follow-up to his current click, "If You Ain't Lovin." Young sings this "devil-may-care" type song in sparkling style. Flip, "Forgive Me, Dear" is an up-beat, heartfelt piece beautifully portrayed by the artist.

Live Fast, Love Hard, Die Young

b/w

Forgive Me, Dear

FARON YOUNG

Record No. 3056

Capitol
REG. U.S. PAT. OFF.
RECORDS
Thanks Op's

EXCLUSIVE MANAGEMENT

HUBERT LONG
319 Seventh Ave. N. • Nashville, Tenn.

The Billboard Music Popularity Charts
COUNTRY & WESTERN RECORDS

• Most Played in Juke Boxes

For survey week ending March 16

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country. Results are based on The Billboard's weekly survey among operators thruout the country using a high proportion of country and western records.

This Week		Last Week	Weeks on Chart
1.	IN THE JAILHOUSE NOW—W. Pierce — Dec 29391—BMI	1	7
2.	IF YOU AIN'T LOVIN'—F. Young — Cap 2953—BMI	3	15
3.	LOOSE TALK—C. Smith — Col 21317—BMI	2	17
4.	ARE YOU MINE?—G. Wright & T. Tall — Fabor 117—BMI	4	6
5.	MAKING BELIEVE—J. Work — Dot 1221—BMI	6	5
6.	HEARTS OF STONE—R. Foley — Dec 29375—BMI	4	8
7.	I'VE BEEN THINKING—E. Arnold — V 20-6000—BMI	6	5
8.	ARE YOU MINE?—M. Lorrie & B. DeVal — Abbott 172—BMI	10	3
9.	MORE AND MORE—W. Pierce — Dec 29252—BMI	8	24
10.	LET ME GO, LOVER—H. Snow — V 20-5960—BMI	9	11

FOLK TALENT AND TUNES

• Continued from page 130

viewed **Bill Carlisle** recently on the latter's appearance in that city. Hank reports that Bill's new release, "A Rusty Halo," is catching on sharply in that area.

"Grand Ole Opry" unit, featuring **Faron Young**, the **Wilburn Brothers**, **Little Jimmy Dickens**, **Del Wood**, **Okie Jones** and **Johnnie Johnston**, attracted 4,600 ticket-buyers in two performances in Norfolk, Sunday, March 13, according to **Sheriff Tex Davis**, WCMS c.&w. jockey. Next unit is due in May 1, says Davis. . . . **Carl Smith** and **His Tunesmiths**, working under the personal management of **Hal Smith**, began a Texas tour at Abilene Tuesday (22). They are set for Amarillo, March 23; Lubbock, 24; San Angelo, 25; Wichita Falls, 26; San Antonio, 27; Beaumont, 28, and Corpus Christi, 29. They move into Louisiana at Baton Rouge, March 30, and follow with Lake Charles, 31, and New Orleans, April 1.

Jimmie Rodgers headlined the **Uncle Len Ellis** "R.F.D. Jamboree"

(Continued on page 137)

R. D. HENDON THE WESTERN JAMBOREE COWBOY

All my Cowboys and Cowgirls join me in saying "Thanks" to all the Operators, Disk Jockeys and our many friends across the country for spinning for latest Starday Record #167

RETURN MY BROKEN HEART
b/w YOU TRAVELED TOO FAR

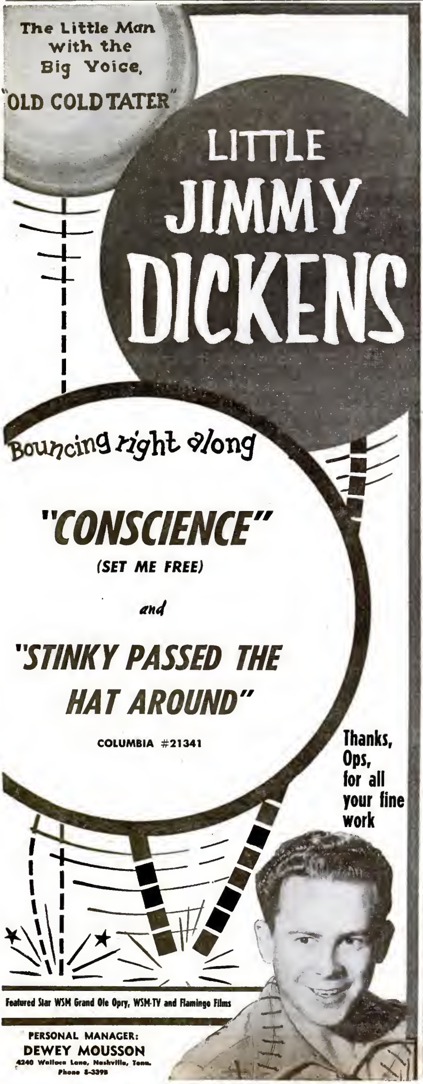
Be on the lookout for our newest release—we know you'll like it.

Next time you are in Houston, visit us at R. D. Hendon's Western Jamboree Dance Hall, 105½ Main Street.

Hope to see all of you at the Jimmie Rodgers Memorial Day in Meridian, Miss.

For bookings, contact
R. D. HENDON 105½ Main Street, Houston, Texas Phone ME 4353 or Blackstone 6861

Thanks Op's!
for helping make my newest release a double-barreled hit!
IF LOVIN' YOU IS WRONG
ANNIE OVER
Hank Thompson
RECORD NO. 3030
Capitol
RECORDS
See you at the
MOA
CONVENTION



The Billboard Music Popularity Charts

COUNTRY & WESTERN RECORDS

• Most Played by Jockeys

For survey week ending March 16

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week		Last Week	Weeks on Chart
1.	IN THE JAILHOUSE NOW—W. Pierce — Dec 29391—BMI	1	8
2.	LOOSE TALK—C. Smith — Col 21317—BMI	2	21
3.	ARE YOU MINE?—G. Wright & T. Tall — Fabor 117—BMI	3	11
4.	IF YOU AIN'T LOVIN'—F. Young — Cap 2953—BMI	4	19
5.	HEARTS OF STONE—R. Foley — Dec 29375—BMI	5	11
6.	I'VE BEEN THINKING—E. Arnold — V 20-6000—BMI	8	9
7.	MAKING BELIEVE—K. Wells — Dec 29419—BMI	10	3
7.	THAT'S ALL RIGHT—M. Robbins — Col 21351—BMI	—	6
9.	LET ME GO, LOVER—H. Snow — V 20-5960—BMI	6	14
10.	AS LONG AS I LIVE—K. Wells & R. Foley — Dec 29390—BMI	9	5
11.	KISSES DON'T LIE—C. Smith — Col 21340—BMI	13	2
12.	MAKING BELIEVE—J. Work — Dot 1221—BMI	—	1
12.	DAYDREAMING—J. Newman: — Dot 1327—	—	1
14.	I GOTTA GO GET MY BABY—J. Tubb — Dec 29401—BMI	13	6
14.	ARE YOU MINE?—M. Lorrie & B. DeVal — Abbott 172—BMI	12	12

• Reviews of New C & W Records

HANK SNOW
Would You Mind 88
VICTOR 6057—A Billboard "Spotlight" 3-19-'55. (Alamo, ASCAP)
Yellow Roses....87
A Billboard "Spotlight" 3-19-'55. (Fairway, BMI)

WADE RAY
Excuse Me 79
VICTOR 6061—Wade Ray swings into a bouncy ditty with infectious spirit. This one is gay and happy, and it will please many listeners. It could pull lots of loot. Bears watching. (Springfield, BMI)
I Couldn't Be So Happy....78
Mighty pretty ballad is sung with great expression. Ray has another strong entry here, and it should gain many spins and sales. (Hill & Range, BMI)

RANDY ATCHER
Them Soft Shoulders and Dangerous Curves 76
M-G-M 11954—A rollicking side, with catchy beat, smart lyrics and a fine vocal by Randy Atcher. Deejays will give this plenty of exposure, and it's one to watch. (Acuff-Rose, BMI)
Flying High....76
Another strong side. Atcher belts out the story of the gal who left him loose and fancy free. Ditty, construction-wise, has a ranchero style. Like the flip, it warrants heavy deejay play. (Acuff-Rose, BMI)

HOMER AND JETHRO
Over the Rainbow 75
VICTOR 6053—The boys take apart the evergreen and put it together as if it were never intended. Plenty of laughs here for Homer and Jethro fans, and many others. (Leo Feist, ASCAP)
Let Me Go, Blubber....73
The time should be about ripe for this funny parody of the big hit "Let Me Go, Lover." Many deejay spins in sight. (Hill & Range, BMI)

LES CHAMBERS & JOHNNY MATHIS
Everybody Else Does....................74
STARDAY 181—Chambers and Mathis are effective in this poignant story of the unsuccessful lover. Rendition has good country flavor and sound. (Starrite, BMI)
Will It Always Be....71
The ditty questions the permanence of love. Would seem a boy-girl ditty, but two lads belt it out here with a novel sound. (Starrite, BMI)

BUD ISAACS
Blue Mirage 73
VICTOR 6062—Isaacs handles his steel guitar expertly in this highly listenable instrumental treatment of the pop melody. Good program wax. (B. F. Wood, ASCAP)
Bud's Bounce....70
A Bud Isaacs original this happy little bouncer, which the guitarist and his sidemen perform in sprightly fashion. (Athens, BMI)

CATHY JOHNSON
Guilty Shadows 73
COLUMBIA 40464—Smart song idea here. The gal warbles the tearful story of a guilty love to a Latin beat. (Meridian, BMI)
Rockin' and Yodelin'....70
Here's a blues done by a yodeling country artist to a rhythm and blues backing, complete with honking horns. It's hybrid, probably too much so, but will probably interest some country deejays with a feeling for the r.&b. kick. (Beaver, ASCAP)

JIMMY DAVIS
Sometimes Late at Night 72
DECCA 29445—A heartfelt reading of an appealing weeper with interesting lyrics. Davis also penned the tunes featured on both sides. (Davis, BMI)
I Might Even Lose My Mind....71
Same comment. (Davis, BMI)

BUDDY BLAKE
Might as Well Forget You 72
DECCA 29465—Buddy Blake turns in a relaxed, pleasing performance here. Tune has some cute lines with novelty value. (Allegro, BMI)
You'll Cry for Me....71
Another nice side, with Blake belting out a solid vocal. Good guitar work in the backing. (Allegro, BMI)

LONZA AND OSCAR
See-Saw Baby 72
DECCA 29425—An engaging vocal

(Continued on page 137)

JIMMY WORK
singing
"MAKING BELIEVE"
Dot 1221

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AND
"ICE COLD LOVE"
MERCURY 70560
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MERCURY 70571
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"THERE'LL BE JOY, JOY IN HEAVEN"
MERCURY 70570
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The Billboard Music Popularity Charts

COUNTRY & WESTERN RECORDS

• C & W Territorial Best Sellers

For survey week ending March 16

City-by-city listings are based on late reports secured from top country and wester dealers and juke box operators in each of the markets listed.

Birmingham

1. In the Jailhouse Now, W. Pierce, Dec.
2. I Dreamed of a Hillbilly Heaven
   E. Dean, S & S
3. Silver Bells, C. Atkins & H. Snow, V.
4. If You Ain't Lovin', F. Young, Cap.
5. More and More, W. Pierce, Dec.
6. Are You Mine?
   G. Wright & T. Tall, Fab.
7. Making Believe, K. Wells, Dec.
8. Don't Forget, E. Arnold, V.
9. Hearts of Stone, R. Foley, Dec.
10. I Dreamed of a Hillbilly Heaven
    A. Duff, Dec.

Charlotte

1. In the Jailhouse Now, W. Pierce, Dec.
2. Making Believe, K. Wells, Dec.
3. Kisses Don't Lie, C. Smith, Col.
4. Are You Mine?
   G. Wright & T. Tall, Fab.
5. That's All Right, M. Robbins, Col.
6. Making Believe, J. Work, Dot
7. Make Believe
   K. Wells & R. Foley, Dec.
8. Ballad of Davy Crockett, T. Ernie, Cap.
9. Rusty Old Halo, Carlisles, Mer.
10. As Long As I Live
    R. Foley & K. Wells, Dec.

Cincinnati

1. In the Jailhouse Now, W. Pierce, Dec.
2. Are You Mine?
   G. Wright & T. Tall, Fab.
3. If You Ain't Lovin', F. Young, Cap.
4. Making Believe, K. Wells, Dec.
5. Loose Talk, C. Smith, Col.
6. I Dreamed of a Hillbilly Heaven
   E. Dean, S & S

Dallas-Fort Worth

1. In the Jailhouse Now, W. Pierce, Dec.
2. Loose Talk, C. Smith, Col.
3. That's All Right, M. Robbins, Col.
4. Silver Bells, C. Atkins & H. Snow, V.
5. Lovin' Season, S. James, Cap.
6. I've Been Thinking, E. Arnold, V.
7. Daydreaming, J. Newman, Dot
8. Time Goes By, M. Robbins, Col.
9. If Lovin' You Is Wrong
   H. Thompson, Cap.
10. Annie Over, H. Thompson, Cap.

Houston

1. Making Believe, J. Work, Dot
2. In the Jailhouse Now, W. Pierce, Dec.
3. Are You Mine?
   G. Wright & T. Tall, Fab.
4. Ballad of Davy Crockett, T. Ernie, Cap.
5. Daydreaming, J. Newman, Dot
6. Are You Mine?
   G. Hill & R. Sovine, Dec.
7. Loose Talk, C. Smith, Col.
8. I Love You Mostly, L. Frizzell, Col.
9. Make Believe
   K. Wells & R. Foley, Dec.
10. Live Fast, Love Hard and Die Young
    F. Young, Cap.

Memphis

1. In the Jailhouse Now, W. Pierce, Dec.
2. If You Ain't Lovin', F. Young, Cap.
3. Please Don't Let Me Love You
   H. Williams, M-G-M.
4. Kansas City Blues, E. Tubb, Dec.
5. Making Believe, K. Wells, Dec.
6. Hearts of Stone, R. Foley, Dec.
7. I Feel Better All Over, F. Huskey, Cap.

Nashville

1. In the Jailhouse Now, W. Pierce, Dec.
2. If You Ain't Lovin', F. Young, Cap.
3. That's All Right, M. Robbins, Col.
4. Whose Shoulder Will You Cry On
   K. Wells, Dec.
5. Carry On, Johnnie & Jack, V.
6. Ballad of Davy Crockett, T. Ernie, Cap.
7. Kisses Don't Lie, C. Smith, Col.
8. Loose Talk, C. Smith, Col.
9. Making Believe, J. Work, Dot
10. Making Believe, K. Wells, Dec.

New Orleans

1. In the Jailhouse Now, W. Pierce, Dec.
2. Making Believe, K. Wells, Dec.
3. Are You Mine?
   G. Wright & T. Tall, Fab.
4. I Feel Like Cryin', W. Fairborn, Cap.
5. If You Ain't Lovin', F. Young, Cap.
6. Are You Mine?
   G. Hill & R. Sovine, Dec.
7. Kisses Don't Lie, C. Smith, Col.
8. Loose Talk, C. Smith, Col.
9. If Lovin' You Is Wrong
   H. Thompson, Cap.
10. I've Been Thinking, E. Arnold, V.

Richmond, Va.

1. In the Jailhouse Now, W. Pierce, Dec.
2. Loose Talk, C. Smith, Col.
3. One Broken Heart, R. Price, Col.
4. Ballad of Davy Crockett
   M. Wiseman, Dot
5. Making Believe, J. Work, Dot
6. If You Ain't Lovin', F. Young, Cap.
7. I Feel Better All Over, F. Huskey, Cap.
8. More and More, W. Pierce, Dec.
9. Kisses Don't Lie, C. Smith, Col.
10. I've Been Thinking, E. Arnold, V.

St. Louis

1. In the Jailhouse Now, W. Pierce, Dec.
2. If Lovin' You Is Wrong
   H. Thompson, Cap.
3. Cattle Call, S. Whitman, Imp.
4. Kisses Don't Lie, C. Smith, Col.
5. New Green Light, H. Thompson, Cap.
6. More and More, W. Pierce, Dec.

• This Week's Best Buys

According to sales reports in key markets, the following recent releases are recommended for extra profits:

WOULD YOU MIND? (Alamo, ASCAP)
YELLOW ROSES (Fairway, BMI)—Hank Snow—RCA Victor 6057

Snow's latest release is moving out with his usual speed. All country markets checked returned strong reports, indicating that either or both sides could hit the national charts in the very near future. A previous Billboard "Spotlight" pick.

• Review Spotlight on...

RECORDS

TOMMY COLLINS
It Tickles (Central, BMI) — Capitol 3082 — Consistent Collins has himself another bit of boyish, bucolic comedy material on this face, and he belts it out in his usual boisterous, ebullient style. Flip is a weeper, "Let Down," in which the warbler is less effective.

SLIM WHITMAN
Haunted, Hungry Heart
Roll On, Silvery Moon — Imperial 8290 — The sure marksmanship of this quality warbler appears unflagging in both issues here. "Heart" is a plaintive, yodelly ballad, while "Moon" is in the nature of his big operetta adaptations. "Whitman's warm, sincere sound should carry these a long way.

• Other Records Released This Week

Popular

Asia Minor; Dig Deep—Ted Heath Ork, London 1531
Casey Jones; Play Ball You All — The Normannaires, Imperial 1-101
Come Back My Love; Sad, Sad, Sad—Edna McCriff, New Disc 10020
Dressing Up My Heart; Song of the Bandit—Jack Valentine, M-G-M 11956
Exactly Like You; Caravan—Socarras Ork, RCA Victor 6060
False; Loneliness Blues—Charles Dickens, Sandee 312
I'll Be Yours (J'Attendrai); Darling, Je Vous Aime Beaucoup—Johnny Desmond, M-G-M 11955
No More; Somebody—Sonny Farrar Ork, London 1536
O Dear What Can the Mambo Be; Pop Goes the Mambo — Sidney Black Ork, London 1528
The Seventh Day; Gold, Gold, Gold—Alec Davis, Cavalier 846
Sing and Dance; Enchanting Cha Cha Cha—Neil Lewis, Tico 244

Country & Western

One Poor Lonely Heart; Gonna Build a Fence Around You—Hal (Lone) Pine, RCA Victor 6049
Where You Gonna Hide?; Ship With the Golden Sail—Johnny Tyler, Ekko 1002
Words You Forgot You Said; Devil's Hot Rod—Johnny Tyler, Ekko 1000

Polka

Mom and Dad-Oberek; Susie Polka—Gene Wisniewski Ork, Dana 3181
Szczesliwa Wanda; Dwa Golabki — Frank Wojnarowski Ork, Dana 827
Tanczace Bucki-Polka; O Mari, O Cherie—Stas Jaworski Ork, Dana 826

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The Billboard Music Popularity Charts

COUNTRY & WESTERN RECORDS

• Reviews of New C & W Records

• Continued from page 134

duet on a bouncy novelty with an infectious beat. Good juke wax. (Copar, BMI)

One Love for Me....70
The boys warble an attractive ballad brightly. (Brenner, BMI)

JEANETTE HICKS

Just Like in the Movies 70
COLUMBIA 21374 — Cute novelty belted out with rhythm by thrush Jeanette Hicks. Jocks will give it a whirl for its catchy lyrics. (Cedarwood, BMI)

Such a Wonderful Feeling....69
To know that you're mine, that is—sings Jeanette Hicks. Adequate. (Blackwood, BMI)

JIMMIE SIMPSON

I'm a High-Toned Papa 68
HIDUS 2007—A jaunty vocal and instrumental treatment of a catchy Webb Pierce ditty, with a spirited beat. (Cedarwood, BMI)

I Broke My Heart....66
A briskly-paced weeper, with a strident but sincere warbling job by Simpson. (Cedarwood, BMI)

RAY WILSON

Heart Stealer 68
HIDUS 2006 — Rural bouncer is handed a pleasant reading here. (Holman, BMI)

Never Changing Heart....64
Wilson chants of his permanent love in a resonant baritone. (Tree, BMI)

LONNIE BARON

You're Not the First Girl 66
SAGE AND SOUND 201—Baron, "The Mississippi Farm Boy," has a robust, sincere way with this country weeper, which he also wrote. (Sage and Sound, BMI)

Sentimental Me, Sentimental She....63
Baron has lighter impact with this yodelly ballad. (Sage and Sound, BMI)

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FOLK TALENT AND TUNES

• Continued from page 132

at the American Legion Hall, Griffith, Ind., recently. Jinnie also enjoyed a backstage visit with Pee Wee King and his boys at WBBM-TV, Chicago, recently. . . . Slick Norris, of Highlands, Tex., made a two-day promotion tour recently with **Biff Collie**, who spins the country wax at KPRC, Houston, to plug the latter's latest Starday release, "What This Old World Needs." Among the deejays visited were **Paul Kallinger**, XERF, Acuna, Mexico, and Del Rio, Tex.; **Don Owens**, XERF, Del Rio; **Charlie Walker**, KMAC; **Bill Shomette**, KENS, and **Lee Petrich**, KONO, San Antonio, and **Frank Sievers** and **Dave Walshak** at KCTI, Gonzales, Tex. . . . In Houston recently for the Saturday night jamborees staged by KPRC and KNUZ were Arlie Duff, Leon Payne, Jimmie Davis, Elvis Presley and Eddie Dean.

With the Jockeys

Ann Gillis has given up her noontime c.&w. disk session at KDKA, Pittsburgh, to become **Kady**, the Voice of KDKA, who gives the station identity at regular intervals thru the station's 24-hour day, either live or by transcription. In addition, Miss Cillis is being heard on promotion spots, public service announcements and in sustaining spots. **Ed Schaughency** has taken over her noontime slot. . . . **Sheriff Tex Davis**, WCMS, Norfolk, has a new daily show, 11:45-12, sponsored by a local car dealer. Labeled "Star of the Day," the seg features a different c.&w. artist daily, with the artist, in turn, bringing along his own guest to entertain.

Uncle Eddy, who spins the daytime country wax at WAVL, Apollo, Pa., is anxious to double on the same duties at a nighttime station in the area. Anybody interested? . . . **Wade Holmes** has taken over the morning hillbilly show on WPGC, Washington, where he's interviewing top talent and playing the hits in the country and western field six mornings a week. . . . Mama's short boy, **Little Joe Penny**, Monday (21) kicked off a new three-hour c.&w. disk show on WJPS, Evansville, Ind. Called "Little Joe's Hoedown Party," the new program is heard Monday thru Friday, 7-10 p.m. Little Joe invites all folk and western talent, renowned or unknown, to drop in for a visit, and reminds that he can use releases from all the labels, as the station hasn't programmed country music in more than two years. Penny was formerly with WDMJ, Marquette, Mich.

Embert Mishler, the Iowa Chore Boy, formerly of WHO, Des Moines, is now whirling the c.&w. platters at WLAK, new station in Lakeland, Colo. Mishler, is also doubling at a local nitery, says WLAK is one of the few stations in that territory spinning billbilly and western stuff. He says he's in need of samples from all labels. . . . **Charlie Tebbetts**, who penned Ernest Tubb's "Divorce Granted" and Hank Snow's RCA Victor release, "Act I, Act II, Act III," attended three recording sessions in one week recently to hear three of his songs recorded on major labels. One of them, "Red Mittens," is set for early release. Tebbetts, who is a Los Angeles advertising man, is handling his own ad promotion on the latter ditty.

Big Jim Wilson, who recently chucked the jockey chores at KVOO, Orlando, Fla., has begun the c.&w. spinning at his new post, WAVE, Louisville. . . . **Bob Prather**, who mans the country turntable at WEAS, Atlanta, has added a new show, "Evening Jamboree," heard daily from 5:15-6:45 p.m.

(Continued on page 146)

Ops,
Thanks for everything
MARTY ROBBINS
My latest
"PRAY FOR ME, MOTHER OF MINE"
b/w "DADDY LOVES YOU, DADDY'S NEAR"
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Blue Mirror • Somewhere In The Night
I'll Take The La Road • Clear Out Of This World
Railroad Jack • For Heaven's Sake

MG 26047

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Shulie A Bop
Polka Dots And Moonbeams
Body And Soul
They Can't Take That Away From Me
Prelude To A Kiss
You Hit The Spot
If I Knew Then
MG 26005

DINAH WASHINGTON
Lover Come Back To Me
Alone Together
Summertime
Come Rain Or Come Shine
No More
I've Got You Under My Skin
There Is No Greater Love
You Go To My Head
MG 36000

ERROLL GARNER
You Are My Sunshine
I've Got The World On A String
7-11 Jump
Part-Time Blues
Rosalie
In A Mellow Tone
Don't Worry 'Bout Me
All Of A Sudden
There's A Small Hotel
Misty
I Wanna Be A Rug Cutter
MG 36001

CLIFFORD BROWN AND MAX ROACH
Delilah
Parisian Thoroughfare
Daahoud
Joy Spring
Jordu
MG 26043

JAM SESSION

CLIFFORD BROWN
MAX ROACH
MAYNARD FERGUSON
HERB GELLER
DINAH WASHINGTON
What Is This Thing Called Love
Darn That Dream
Move
My Funny Valentine
Don't Worry 'Bout Me
Bess You Is My Woman Now
It Might As Well Be Spring
MG 36002

LIONEL HAMPTON
Crazy Hamp
Mezz And The Hamp
Serenade To Nicole's Mink Coat
Elmar The Stock Broker
MG 26038

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EmArcy RECORDS

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

• Best Sellers in Stores

For survey week ending March 16

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers thruout the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed. When a figure is given in parenthesis after the flip title it indicates what position is occupies on the chart.

This Week		Last Week	Weeks on Chart
1.	PLEDGING MY LOVE—J. Ace No Money—Duke 136—BMI	1	10
2.	WALLFLOWER—E. James Hold Me, Squeeze Me—Modern 947—BMI	3	6
3.	I'VE GOT A WOMAN—R. Charles Come Back—(9)—Atlantic 1050—BMI	2	9
4.	MY BABE—Little Walter Thunder Bird—Checker 811—BMI	6	3
5.	EARTH ANGEL—Penguins Hey, Senorita—Dootone 348—BMI	4	15
6.	TWEEDLE DEE—L. Baker Tomorrow Night—Atlantic 1047—BMI	5	11
7.	CLOSE YOUR EYES—Five Keys Doggone It, You Did It—Cap 3032—BMI	12	3
8.	JOHNNY HAS GONE—V. Dillard So Many Ways—Savoy 1153—BMI	8	5
9.	COME BACK—R. Charles I've Got a Woman—(3)—Atlantic 1050—BMI	9	6
10.	FLIP, FLOP AND FLY—J. Turner Ti-Ri-Lee—Atlantic 1053—BMI	—	1
11.	SINCERELY—Moonglows Tempting—Chess 1581—BMI	7	17
12.	YOU DON'T HAVE TO GO—J. Reed Boogie in the Dark—Vee Jay 119—BMI	14	4
13.	DON'T YOU KNOW?—F. Domino Helping Hand—Imperial 5340—BMI	13	2
14.	LONELY NIGHTS—Hearts Oo-Wee—Baton 208—BMI	—	1
15.	LING, TING, TONG—Charms Bazoom (I Need Your Lovin')—DeLuxe 6976—BMI	—	9

• Most Played in Juke Boxes

For survey week ending March 16

RECORDS are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators thruout the country using a high proportion of rhythm and blues records.

This Week		Last Week	Weeks on Chart
1.	PLEDGING MY LOVE—J. Ace Duke 136—BMI	1	8
2.	I'VE GOT A WOMEN—R. Charles Atlantic 1050—BMI	3	9
3.	MY BABE—Little Walter Checker 811—BMI	4	2
4.	EARTH ANGEL—Penguins Dootone 348—BMI	7	14
5.	WALLFLOWER—E. James Modern 947—BMI	5	4
6.	TWEEDLE DEE—L. Baker Atlantic 1047—BMI	6	11
7.	SINCERELY—Moonglows Chess 1581—BMI	2	20
8.	FLIP, FLOP AND FLY—J. Turner Atlantic 1053—BMI	—	1
9.	JOHNNY HAS GONE—V. Dillard Savoy 1153—BMI	10	2
10.	COME BACK—R. Charles Atlantic 1050—BMI	—	1

• Most Played by Jockeys

For survey week ending March 16

SIDES are ranked in order of the greatest number of plays on disk jockey radin shows thruout the country according tn The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week		Last Week	Weeks on Chart
1.	PLEDGING MY LOVE—J. Ace Duke 136—BMI	1	10
2.	WALLFLOWER—E. James Modern 947—BMI	2	6
3.	EARTH ANGEL—Penguins Dootone 348—BMI	3	10
4.	COME BACK—R. Charles Atlantic 1050—BMI	6	8
5.	I'VE GOT A WOMAN—R. Charles Atlantic 1050—BMI	4	10
5.	MY BABE—Little Walter Checker 811—BMI	8	3
7.	CLOSE YOUR EYES—Five Keys Cap 3032—BMI	13	4
8.	SINCERELY—Moonglows Chess 1581—BMI	5	10
8.	JOHNNY HAS GONE—V. Dillard Savoy 1153—BMI	9	4
10.	YOU DON'T HAVE TO GO—J. Reed Vee Jay 119—BMI	—	2
11.	LING, TING, TONG—Five Keys Cap 2945—BMI	—	1
12.	LONELY NIGHTS—Hearts Baton 208—BMI	—	1
13.	WHAT'CHA GONNA DO?—Drifters Atlantic 1055—BMI	—	1
14.	FLIP, FLOP AND FLY—J. Turner Atlantic 1053—BMI	11	2
14.	THAT'S ALL I WANT FROM YOU—D. Washington Mer 70537—BMI	—	1

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

• Reviews of New R & B Records

ROLLEE McGILL
There Goes That Train 77
MERCURY 70582—Marcury thought so much of this disk they bought the master from Piney. McGill singa with plenty ol heart on a relaxed, attraclive blues. The label is pushing it; so tha platter should gat plenty of exposure. **(Vir-Cel, BMI)**
You Lefl Ms Here ta Cry....75
Mercury's new r.&b. artist has a quietly effective vocal personality. Ha wraps up a weeper here with subtle amotional impact. McGill, incidentally, penned the tune and the flip ditty. **(Vir-Cel, BMI)**

THE RAMS
Rock Bottnm 76
FLAIR 1066—A happy-sounding novelty witb a driving beat. The boya wrap the ditty up witb showmanly charm. This one should do all right spia-wise. **(Flair, BMI)**
Sweet Thing....73
An appealing vocal version of a pleasant tune sparked by strong rhythmic pacing. **(Flair, BMI)**

MICKEY (GUITAR) BAKER
Shake Walkin' 76
RAINBOW 288—Title aptly describes this highly-attractive blues instrumental. Tempo aad beat make for ideal dance fare. Oisk, out for soma weeks, has already nabbed some action. **(Kingsbury, BMI)**
Greasy Spoon ...70
Another down-to-earth instrumeatal leaturing Baker's tangy guitar work. It's a slower tempo blues. **(Kingsbury, BMI)**

THE RAVENS
Bya Bya Bahy Blues 75
JUBILEE 5184—This blues awinga right along. Side has a fina beat aad plenty of relaxed movement instrumentally. Nica wax. **(BMI)**
Happy Go Lncky Baby....74
Raveas' lead singer gets off a very nice vocal hare, backed by instrumental work with a good riff. Nice, relaxed side. **(Marlyn, BMI)**

JOHNNY OTIS ORK
In Memory 75
PEACOCK 1649—This r.&b. ballad, slow-paced and with a touch of sacred sentiment in it, will likely eause a stir among fans of the late Johnny Ace. **(Lioa, BMI)**
Boom Diddy Wa Wa....73
Patterned after "Ko Ko Mo," this ditty uses the sama refrain "I Love You So." Johnny Otis' ork gets a good sound. **(Galla, BMI)**

THE ADMIRALS
Close Your Eyes 75
KING 4782 — A wildly expressive reading of the rhythm-ballad, with some amusing vocal touches. Good juke bait. **(Rush, BMI)**
Giva Ma Your Lova....72
A pop-flavored up-tempo version of a swingy ditty. Flip, tho, is stronger side. **(Stratton, BMI)**

WILLIE M. THORTON
Laugh, Laugh, Laugh 74
PEACOCK 1650—Willie Mae Thornton gimmicks this side with laughter, but it's a good swingy blues, nevertheless, and her reading has some novelty value. **(Lion, BMI)**
Tha Fish....73
Another novelty, as to lyrics. Has a good danceable beat.

BILLY TATE
Single Lifa 74
IMPERIAL 5337—Southern rocker is chanted gayly by Tate. Hypnotic beat will attract listeners and could gain the entry okay acceptance. **(Commodore, BMI)**
You Told Me....68
Not all the thiags she told him were true, complains Tata in this slow blues. A characteristic performance by the chanter. **(Commodore, BMI)**

BIG BOB DOUGHERTY
Rock Ma a Boogie 73
CARDINAL 1035—There's authentic flavor to this boogie blues. Has beat, fair sound, and Dougherty sings out well. **(Blasco, ASCAP)**
Birmingham Jail ...73
A line side. Tune is the noted oldie, and it's done with tremendous heart and style oa this instrumental. Ted Williams is featured on the guitar. Real tasteful r.&b. wax. **(Blasco, ASCAP)**

SHIRLEY GUNTER
Bahy, I Lova Yon So 73
FLAIR 1065—Bright rhythm ditty is swung infectiously by thrush and vocal combo. Could pull juke coin. **(Flair, BMI)**
What Difference Does It Make?....69
Lazy beat ballad is presented pleasantly. It's a Shirley Gunter original. **(Flair, BMI)**

LIGHTIN' HOKINS
Evil-hearted Wnman 72
HERALD 449—A moviag vocal intarpretation of a Southern blues, with a fine beat. **(Angel, BMI)**
They Wonder Who I Am....70
Sama comment. **(Angel, BMI)**

BOO BREEDING
Country Woman 72
IMPERIAL 5336—Breeding shouts a humorous rocker on a familiar thems to a pounding beat by the ork. Side should win good reception in Southern markets. **(Commodore, BMI)**
Low and Lonesoma....69
Sontharn lament is projected with telling sincerity. **(Commodore, BMI)**

THE FLAIRS
She Loves to Dance 78
FLAIR 1067—The vocal group sells a jubilant rhythm ditty with a solid blend and plenty of personality. Should get juke play. **(Flair, BMI)**
My Darling, My Sweet....78
An effective vocal treatment of a tender weeper, with outstanding warbling by the lead singer. **(Flair, BMI)**

THE BARONS
Eternally Yours 70
IMPERIAL 5343 — A run-of-the-mill ballad side. **(Commodore, BMI)**
Boom Boom ...66
Male group's material hare is pointless and in dubious taste. **(Commodore, BMI)**

EARL ROBBINS-MILLER SISTERS
I Ain't Gonna Worry No More 78
Q 1002 — Interesting backing by Teacho Wiltshire is the main virtue of the new label's first r.&b. side. **(ASCAP)**
Who's Kiddin' Who?....58
Grammatically or otherwise, this one doesn't have it. **(ASCAP)**

THE SPOTLIGHTERS
Bam Jingle Jingle 67
IMPERIAL 5342—Group works hard on this pause-novelty opus. Results are moderately successful. **(Commodore, BMI)**
It's Cold....64
Romantic temperature is referred to here. Another enthusiastic effort. **(Commodore, BMI)**

Sacred

THE REBELS QUARTET
There Is Only One Who Is Jesus 76
BIBLETONE 8852—A pleasant hymn is sung with warm feeling by the male group. **(Lowery, BMI)**
This Ole House....68
Distinctively-styled quarteting of the Hamblen smash is much too late, tho quartet fanciers won't mind. **(BMI)**

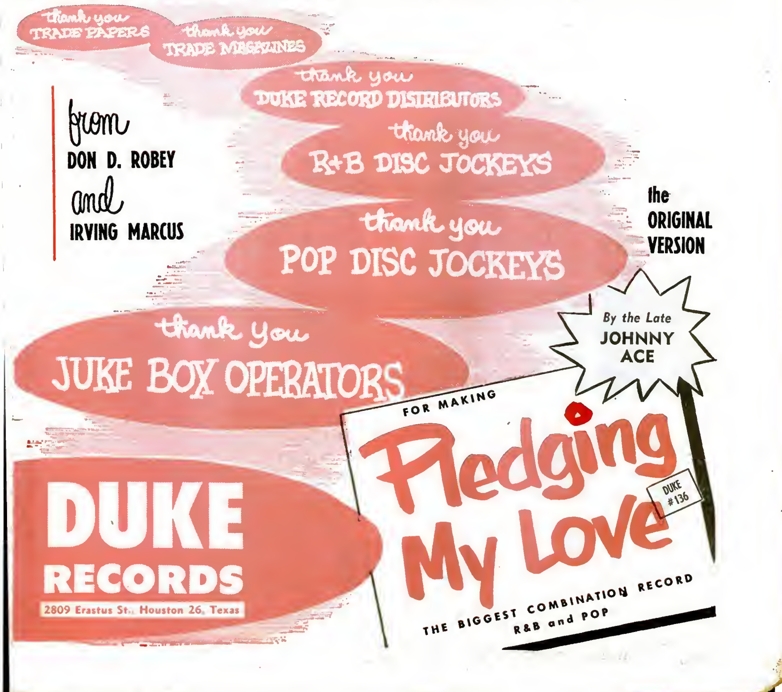
Polka

WALT SOLEK ORK
Wild Bull Polka 77
OANA 3182—Colorful, sprightly instrumental by a top exponent of the Polish style. Appeal is general.
Tambourine Polka....77
Crisp, minor key polka based on a familiar Slavic strain. A good, practical coupling for general polka requirements.

JOHNNY BOMBA ORK
Evening on the Shore....75
OANA 3187 — Ensemble, which includes organ, delivers appealingly and danceably in a folkish waltz effort.
Universal Polka....78
Instrumental is in the Central-European idiom. Serviceable, but not outstanding.

• Number of Releases This Week

Label	Pop	C&W	R&B
ABBOTT	1	—	—
ALAMO	—	1	—
CADENCE	1	—	—
CAPITOL	3	—	—
CARDINAL	1	—	1
CAVALIER	1	—	—
CENTURY	1	—	—
COLUMBIA	4	2	—
CORAL	2	—	—
CRESCENT	1	—	—
CYCLE	1	—	—
DECCA	5	3	—
DOT	1	—	—
EKKO	—	2	—
EMPIRICAL	1	—	—
FLAIR	—	—	3
HERALD	—	—	1
HIOUS	—	2	—
IMPERIAL	1	—	4
JUBILEE	—	—	1
KING	—	—	1
LONDON	5	—	—
MERCURY	7	—	1
M-G-M	6	1	—
NEW DISC	4	—	—
PEACOCK	—	—	2
Q	—	—	1
RAINBOW	1	—	1
RCA VICTOR	5	4	—
REGENT	1	—	—
SAGE AND SOUND	—	1	—
SANDEE	1	—	—
STARDAY	—	1	—
TICO	2	—	—
WATCO	1	—	—
"X"	1	—	—
TOTAL	56	17	16



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thank you TRADE MAGAZINES
thank you DUKE RECORD DISTRIBUTORS
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the ORIGINAL VERSION
By the Late JOHNNY ACE
FOR MAKING
Pledging My Love
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R&B and POP
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JOE TURNER
CLYDE McPHATTER and the DRIFTERS
RAY CHARLES
IVORY JOE HUNTER
LAVERN BAKER
THE CLOVERS
TOMMY RIDGLEY
THE CARDINALS
ARNETT COBB
ATLANTIC
SEE YOU AT THE CONVENTION.........

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

• This Week's Best Buys

According to sales reports in key markets, the following recent releases are recommended for extra profits:

LONELY NIGHTS—The Hearts—Baton 208
After building volume of sizable proportions in New York, Philadelphia, Washington and Baltimore, this disk now achieving a good national spread of reports. This week it appears as the No. 14 record on the national retail chart. Flip is "Oo-Wee." A previous Billboard "Spotlight" pick.

WHAT'CHA GONNA DO? (Progressive, BMI)—The Drifters—Atlantic 1055
Coming up fast now after a start that was slower than usual for the group, this disk also appears chart-bound. Baltimore, Washington and Atlanta carried it in their territorial listings this week. It is also doing well in Richmond, Durham, Nashville, Detroit, Cincinnati, Pittsburgh, Buffalo and Philadelphia. Flip is "Gone" (Progressive, BMI)

MOST OF ALL (Arc, BMI)—The Moonglows—Chess 1589
The group is following up "Sincerely" with a disk that is threatening to repeat their last success. Within 10 days of release, good and strong retail reports were returned from New York, Buffalo, Pittsburgh, Cleveland, Chicago, Nashville, Durham, Atlanta and St. Louis. Flip is "She's Gone" (Arc, BMI). A previous Billboard "Spotlight" pick.

Buddy Rich Leaving Dorsey Bros. Band

NEW YORK, March 19.—Buddy Rich reportedly is leaving the Dorsey Brothers orchestra March 31 to start his own band again.

Rich joined the Dorseys about a year ago when his old band broke up, renewing an association that dated back to his featured drum solos with Tommy Dorsey in the early '40's.

• Review Spotlight on...

RECORDS

ROY HAMILTON
Unchained Melody—Epic 9102—Al Hibbler's Decca version of this lush picture (from "Unchained") is showing considerable strength in rhythm and blues markets and also pop-wise. Hamilton's highly effective cover should get a strong initial start with the fan's following and take off from there in both markets as well. Flip is "From Here to Eternity," pulled out of a recent Hamilton EP.

VOX JOX

• Continued from page 126

egers at the Kiwanis Amarillo Youth Center with music by a live ork. . . . Leonard Feather lined up an impressive guest list for his ABC network panel show "Platterbrains" in recent weeks, including Duke Ellington, Benny Goodman, Stan Kenton, Eartha Kitt and Faye Emerson.

• • •

John R. Clement, WKLV, Blackstone, Va., writes, "We have been trying to get Mercury records for about two years. We are even willing to pay the retail price for them—I have purchased their top records myself—but if Mercury isn't interested enough to sell us records, then I think I'm going to lose interest and put a ban on all Mercury records in our library."

• • •

RHYTHM AND BLUES: Don Brienen, WHSC, Hartsville, S. C., notes, "I always try to program the original r.&b. record when a number is requested on a pop show and has a r.&b. field origin." . . . "Hound Dog" Jack Cole, WTMA, Charleston, S. C., now has 2,400 members for his Hound Dog Club. . . . "I do not believe this current 'fad interest' in rhythm and blues will last," writes George (Dr. Daddy-O) Buck Jr., WJNO, West Palm Beach, Fla., "but you can be sure the regular r.&b. market will grow in scope and interest."

• • •

James (Big Jim) Reed, WSOK, Nashville, is doing his r.&b. "Bouncing Show" from the window of Ernie's Record Mart in Nashville. Reed's air pitch is "I'm the poorest and need the most, but I'm here with the lastest and the greatest."

Plush Locations

• Continued from page 64

ating plan of the well-established juke box man. His theory is that the juke box operator is a music merchant, and there is no reason why he should arbitrarily limit himself to one type of location.

Citing his own firm as an example, Jennings feels that the investment required of most operators to set up a background music program is far less than that of the non-music businessman.

The World Wired is a separate division, Runyon executives help guide its expansion, and Runyon servicemen and vehicles handle the operational end. The nut is a lot less than it would be if World Wired were on its own.

Another type operator Jennings feels could handle a background music route is the industrial vender. Operating firms with industrial locations, he explained, have personnel trained in electronics, have the organization and, most important of all, have a close relationship with top management at the plants.

Home-made programming for background music, said Jennings, is all right if the competition isn't too rough. But, he added, a competitive situation requires a tremendous library and music specifically recorded to be heard, not listened too.

By no stretch of the imagination, said Jennings, can a background music system be considered the competitor of the juke box.

Background music is special music for a special job, he explained, the same as is juke box music. And, he concluded, the operator who attempts to do both jobs will get more locations and, if he knows what he's doing, wind up with a bigger net profit.

Today's
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TUNES

"I'M GLAD I DID ORDER TODAY'S TOP TUNES"

TODAY'S TOP TUNES has done more good for me than ALL other forms of advertising.
White Electric Company
Woodruff, Wis.

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(signed) John P. Scott
Box 488
Pomeroy, Ohio

Mr. Al Meyer, of Town and Country Music, Westwood, New Jersey, writes:
"Yesterday we had an example of the power of The Billboard 'Today's Top Tunes.' A woman came in and bought one record. We suggested several others to her, but she refused them all. Ten minutes after she left, her daughter was back with four records checked off 'Today's Top Tunes' which we had enclosed with her purchase."

TODAY'S TOP TUNES is The Billboard Honor Roll of Hits carried out to 35 or more tunes. The Best-Selling renditions of each tune are listed ACCORDING TO POPULARITY. TODAY'S TOP TUNES also includes Best-Selling Country & Western Records, Best-Selling Rhythm & Blues Records and Best-Selling Albums attractively printed on colored paper, four sides.

Your name, address and phone number imprinted on each copy FREE.

Many record dealers increase their record sales by using TODAY'S TOP TUNES as an envelope enclosure with each record purchase, as a counter display, poster in listening booths, mail with monthly statements or mail direct to customers. Orders are received by mail from your customers who use the order form on TODAY'S TOP TUNES. TODAY'S TOP TUNES dated one week in advance. Mailed every week from Cincinnati.

UNTIL FURTHER NOTICE PLEASE PRINT AND SHIP

	Quality	Price
☐ Trial Order	☐ 50	....$1.00
☐ Weekly	☐ 100	....$2.00
☐ Twice a month	☐ 250	....$3.50
☐ Monthly	☐ 500	....$5.50
☐ Charge		$....Enclosed

IMPRINT AS FOLLOWS 949

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Address ....
City and State ....
Phone ....
Ordered by ....

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"I'D FEEL MUCH BETTER IF WE HAD TODAY'S TOP TUNES!"

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2160 Patterson Street
Cincinnati 22, Ohio

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Move to CHESS and CHECKER Rhythm and Blues Records

Jump into extra plays and more profits with consistent bonus play hits:

CHESS BIG HITS
#1589 "Most of All"
#1588 "That Ain't Right" b/w "Go Way"
#1592 "Wow I Feel So Good" b/w "Come on Baby"

CHESS TOP TALENT ON THESE RECORDS
#1589 Moonglows
#1588 John Brim
#1592 Willie Mabon

CHECKER BIG HITS
#811 "My Babe"
#812 "Loving You"
#813 "Hug and A Kiss"

CHECKER TOP TALENT ON THESE RECORDS
#811 Little Walter
#812 Lowell Fulson
#813 Moonlighters

STILL ON TOP
#1581 "Sincerely"
#804 "Reconsider Baby"
#1586 "Want to Hug You Kiss You Squeeze You Baby"
#1580 "Poison Ivy"

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GROOVE *really moves with these big new hits!*

JOHN GREER
WILL I BE THE ONE
LUCKY–LUCKY ME G/4G–0100

PIANO RED
JUMP MAN, JUMP
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Coming Next Week

Oscar BLACK & Sue ALLEN
BE MY BABY
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MAYMIE WATTS
THERE GOES THAT TRAIN
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The Billboard Music Popularity Charts
RHYTHM & BLUES RECORDS

• *R & B Territorial Best Sellers*

For survey week ending March 16

Listinge are based on lete sales reports secored via Westero Union messeoger service from top rhythm and blues dealers and juke boa operators in the markets listed.

Atlanta
1. My Babe, Little Walter. Che.
2. Wallflower, E. James, Mod.
3. Flip, Flop and Fly, J. Turner, Atl.
4. Pledging My Love, J. Ace, Duk.
5. Boogie in the Dark, J. Reed, VJ
6. Tweedle Dee, L. Baker, Atl.
7. Roch Love, L. Reed, Kng.
5. What'cha Goana Do? Drifters, Atl.
9. Earth Angel, Peoguins, Dtn.
15. Jnilbird, S. Lewis, Imp.

Balti.-Wash.
1. Pledging My Love, J. Ace, Duk.
2. Close Your Eyes, Five Keys, Cap.
3. I've Got n Woman, R. Charles, Atl.
4. Johnny Has Gone, V. Dillard, Sav.
5. Earth Angel, Penguins, Dtn.
6. Lonely Nights, Hearts, Btn.
7. What'cha Gouna Do? Drifters, Atl.
8. Wallflower, E. James, Mod.
9. My Babe, Little Walter, Che.

Charlotte
1. Wallflower, E. James, Mod.
2. Pledging My Love, J. Ace, Duk.
3. Tweedle Dee, L. Bakar, Atl.
4. My Bobe, Little Walter, Che.
5. I'va Got a Womao, R. Charies, Atl.
6. Come Back, R. Charles, Atl.
7. Flip, Flop and Fly, J. Turaer, Atl.
5. Earth Angel, Penguins, Dtn.
9. Close Your Eyes, Five Keys, Cap.
10. Two Hearts, Cherms, Del.

Chicago
1. Tweedle Dee, L. Baker, Atl.
2. Earth Angel, Peoguins, Dtn.
3. Pledging My Love, J. Ace, Duk.
4. My Babe, Little Walter, Che.
5. That's All I Wnat From You D. Washington, Mer.

Cincinnati
1. I've Got n Woman, R. Charles, Atl.
2. Close Your Eyes, Five Keys, Cap.
3. Pledging My Love, J. Ace, Duk.
4. Big Boy, B. Jeaniags, Kng.
5. That's All I Want From You D. Washington, Mer.

Detroit
1. Wallflower, E. James, Mod.
2. Pledging My Love, J. Ace, Duk.
3. My Babe, Little Walter, Che.
4. I've Got n Woman, R. Charles, Atl.
5. Johnny Has Gone, V. Dillard, Sav.
6. Earth Aagel, Peaguins Dtn.
7. I Waana Hug, Squeeza Ya, Kiss Yo B. Griffin & C. Swenn, Chs.
8. Hurt, R. Hamiltoa, Epi.
9. That's All I Want From You D. Washington, Mer.

Los Angeles
1. Pledging My Love, J. Ace, Duk.
2. Sincerely, Moonglows, Chs.
3. Yon Don't Hava to Go, J. Reed, VJ
4. I've Got a Womao, R. Charles, Atl.
5. Come Back, R. Charles, Atl.
6. Tweedle Dee, L. Baker, Atl.
7. Don't You Know? F. Domino, Imp.
8. Ko Ko Mo, Gene & Eunice, Cbo.
9. Blue Velvet, Clovers, Atl.
15. My Babe, Little Walter, Che.

New Orleans
1. Pledgiag My Love, J. Ace, Duk.
2. I've Got a Womaa, R. Charles, Atl.
3. Strange, Fats Domino, Imp.
4. My Babe, Little Walter, Che.
5. Flip, Flop and Fly, J. Turner, Atl.
6. Wallflower, E. James, Mod.
7. Tweedle Dee, L. Baker, Atl.
8. Earth Angel, Peaguins, Dtn.
9. Come Back, R. Charles, Atl.
18. Yon Doa't Hava to Go, J. Reed, VJ

New York
1. Pledgiag My Love, J. Ace, Duk.
2. Earth Angel, Penguins, Dtn.
3. I've Got n Woman, R. Charles, Atl.
4. Lonely Nights, Hearts, Btn.
5. Flip, Flop aod Fly, J. Turner, Atl.
6. Tweedle Dee, L. Baker, Atl.
7. Close Your Eyes, Fiva Keys, Cap.
8. My Babe, Little Walter, Che.

Philadelphia
1. Pledgiag My Love, J. Ace, Duk.
2. Wallflower, E. James, Mod.
3. Lonely Nights, Hearts, Btn.
4. Come Back, R. Charles, Atl.
5. I've Got n Woman, R. Charles, Atl.
6. Baby Darling, Dreamers, Fla.

St. Louis
1. My Babe, Little Walter, Che.
2. Pledging My Lova, J. Aca, Duk.
3. I've Got a Womao, R. Charles, Atl.
4. Wallflower, E. James, Mod.
5. You Don't Hava to Go, J. Reed, VJ
6. Ling, Ting, Tong, Charms, Del.

One-Stops

• *Continued from page 86*

Pittsburgh
Leslie Dist. Co.
2231 5th Ave.
Logan Variety Store
78 Logan St.
Lomakin Music
633 Liberty Ave.

RHODE ISLAND
Providence
Beacon Shop
821 N. Main St.

SOUTH CAROLINA
Charleston
Fox Music House
535 King St.

TENNESSEE
Chattanooga
Jack's Music Shop
Cherry St.
Record Shop
Cherry St.
Knoxville
Bell Sales Co.
22½ E. Market St.
Memphis
Home of the Blues
106 Beale St.
Popular Tunes
306 Popular St.
Nashville
Buckley Record Shop
1707 Church St.
Ernie's Record Mart
179 Third Ave., N.
Hermitage Music Co.
64 Fayette St.

TEXAS
Amarillo
Tolzien Music
519 Polk
Austin
Hays Record Shop
916 E. First St.
Dallas
Melody Shop
205 N. Ervay
Top Ten Record Shop
202 S. Tyler
Fort Worth
One Stop Record Shop
2303 W. Berry
Radio Center
1302 Main
Galveston
Melody Record Shop
2015 Post Office St.
Houston
Heflin-Tolley Co.
327 W. 19th St.
Little Pal Record Shop
1517 Main
United Record Dist.
1902 Leeland
Port Arthur
Boneao Record Shop
2415 16th St.
San Antonio
E. & R. Record Shop
911 Houston
Saa Benito
Rio Grande Music Co.
Waco
House of Jive
301 S. 3rd

UTAH
Salt Lake City
M & L One Stop
540 S. State St.

VIRGINIA
Richmond
Globe Records
422 N. Second St.
Mike Levine
439 Granby St.
Ray Morrisette
217 E. Main St.
Music Service Co.
422 N. 2nd St.
Pats Record Shop
708 E. Broad St.
Roanoke
Roanoke Record Shop
116 W. Church Ave.

WASHINGTON
Seattle
Northwest One Stop
3215 Westero
Record Sales and Service
324 Cedar
Spokane
Music Box
417 W. Riverside

WEST VIRGINIA
Charleston
Elkins Music Store
160 Court St.

WISCONSIN
Milwaukee
Midwest Radio Co.
3414 W. North Ave.
Milwaukee Music Mart
2669 N. Third St.
Radio Doctors
213 W. Wells St.

Granz Labels

• *Continued from page 17*

formulated, with Mason scheduled to record an album of esoteric readings first.

Clef Records continued its increased schedule of releases this week, with four 12-inch LP's and one 10-inch LP. Release features the sixth in the series titled "Norman Granz's Jam Session," Artie Shaw's fourth package for the firm, and albums by Count Basie, Charlie Parker and Billie Holiday.

ANOTHER HIT ON VEE-JAY

• *This Week's Best Buys*

According to sales reports in key markets, the following recent releases are recommended for extra profits:

YOU DON'T HAVE TO GO
BOOGIE IN THE DARK—Jimmy Reed—Vee-Jay 119
A "sleeper" that bas been available over two months, but is now beginning to break in a big way. This week, the disk placed on the Los Angeles, New Orleans, Atlanta and St. Louis territorial charts. It was also reported a strong seller in Chicago, Detroit, Nashville, Durham, Richmond, Cleveland, Pittsburgh and Buffalo. While there is good action on both sides, "You Don't Have to Go" currently enjoys the edge.

BREAKING FAST
One More Chance—El Dorados—127
Even Time/Deanie Boy—Joe Buckner—Tummy Dean Orch. — 125
Wonder Why—Rhythm Aces—124
I Really Do—Five Echos—129

NEW
Don'cha Go—The Spaniels—131
Strange Girl/She's Five Feet Three—L. C. McKinley—133
Tell the World—The Dells—134
Hey, There/Oscars Blues—Wardell Grey & His Quintette—135

VEE-JAY Records, Inc.
4747 Cottage Grove Ave. — Chicago
Phone: WAgner 4-2828

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A BILLBOARD "BEST BUY"

FATS DOMINO
"DON'T YOU KNOW"
and
"HELPING HAND"
#5340

BREAKING BIG!
THE SPOTLIGHTERS
"BAM JINGLE JINGLE"
and
"IT'S COLD"
#5342

WATCH THIS ONE!
THE BARONS
"ETERNALLY YOURS"
and
"BOOM BOOM"
#5343

Imperial Records
6425 Hollywood Blvd.
Hollywood 28, Calif.

Doff Acquires Rights To 'Indian Love Lyrics'

HOLLYWOOD, March 19.—Red Doff, independent disk producer who made "The Rubaiyat of Omar Khayam" some months ago, has acquired the recording rights to "Iodian Love Lyrics" by Lawrence Hope, from Dodd-Mead Publishing Company.

Doff plans on producing an esoteric LP, with Harold Spina set to do the music and disk jockey Jim Ameche the narration. The no deal has as yet been completed, it is expected that Capitol Records will release the album.

In additinn, Doff plans on recording "Lost Love Lyrics," a series of anonymous poems.

SAVOY SENSATION

A Definite Smash Hit
"DON'T BE ANGRY"
NAPPY BROWN Savoy 1155

The Original Big Hit
"JOHNNY HAS GONE"
VARETTA DILLARD Savoy 1153

Sleeper of the Year
"WHEN DID YOU LEAVE HEAVEN"
LITTLE JIMMY SCOTT Savoy 1154

Rock and Roll Sensation
"RAIN OR SHINE"
BIG MIKE Savoy 1152

A Hot Item
"DEEP FREEZE"
THE ROAMERS Savoy 1147

This Has Everything
"WHO SHOWED MY BABY"
LARRY DARNELL Savoy 1151

SAVOY RECORD CO., INC. 58 Market St., Newark, N. J.

Those "KO KO MO" kids

GENE & EUNICE

THE BILLBOARD "BEST BUYS"

"THIS IS MY STORY"
b/w
"MOVE IT OVER BABY"
Aladdin #3252

Aladdin RECORDS Beverly Hills, Calif.

Moving Up Fast!
THE VOICE WITHIN
by PERCY MAYFIELD
#544 #544-45

Specialty records
8508 Sunset Blvd. Hollywood 46, Calif.

MASS. SOLONS PICK FAVORITES

BOSTON, March 19.—According to the Second Annual Legislative Poll conducted by Deejay Bob Clayton over WHDH here, this is what Massachusetts solons think about pop recordings. There were 273 votes counted: Top favorite, "Melody of Love"; future hit, "I'm Sincere"; all-time favorite, "Southie Is My Home Town"; favorite male vocalist, Frankie Lane; favorite female vocalist, Patti Page; best male quartet, the Crew Cuts; best female quartet, the McGuire Sisters.

May Shift TV Biz

● Continued from page 5

is understood to have done quite well for the bankroller. Late last year the agency got Nabisco to spot-book "Sky King" in about 20 markets nn a test basis. "Sky King" originally had been sponsored by Derby Foods thru McCann on ABC-TV and additional line-up of spot-booked stations.

When Derby bowed out of McCann and dropped the show, McCann bought the negatives (there were nnly 19 nf them) from producer Jack Chertok and persuaded Nabisco to try its luck with the show. The stanza reportedly has been very successful for Nabisco. McCann, it's understood, has been planning either to produce additional episodes of "Sky King" or to buy another kiddie show for Nabisco.

Film Challenge

● Continued from page 5

ity nf programming. The result, it hopes, will be a strong advantage over its competition, primarily NBC would also probably be forced to make a move in a similar direction, if the CBS affiliates give their web the green light.

In former years, the 7-7:30 slot has been used for network programming occasionally on NBC-TV. In fact, the web now programs "Norby" on a limited Eastern network Wednesday evenings 7-7:30. But the affiliates usually maintain control of the half hour. A step in this same direction was made last season when 10:30-11 p.m. was cleared all during the week by CBS and NBC affiliates the first time the entire seven half hours were made available.

Star Maid Disk Firm Organized by Allen

CHICACO, March 19.—A new country and western label, Star Maid Records, was formed here recently by Donald Allen, president. He is planning an extended tour in May to line up national distributinn.

Altho the label has five artists on its roster and several tunes in the can, Allen reported he was releasing only one until he can secure distributorships. The first release is a coupling by vocalist Ray Plyman of "Hometown" and "Souvenirs." Star Maid will issue releases on a reguarly scheduled basis following the formation of the distribution set-up, Allen said.

'Jumping Frog,' Other Audio Books Releases

HOLLYWOOD, March 19.—Audio Books, the microgroove recording company, is expected to release "The Jumping Frog of Calaveras County and Other Stories of Mark Twain" as its next 16⅔ r.p.m. album.

Raymond Tierstein, Audio Books exec, revealed that plans are in the works for additional releases to be taken from literature, among them "Treasure Island," "Pinnochio" and several stories by James Thurber.

The firm, whose first release was the King James version of the New Testament, is currently at work recording the Catholic version by Father Robert L Gannon.

ABC Hunts $$

● Continued from page 5

show will not be name Hollywood stars but young talent of the caliber of Tab Hunter, Dorothy Malone and James Dean.

Two Purposes

Additionally, each week's show will be hosted by an up and coming young male personality. By concentrating on the use of non-name talent, Warner Brothers obtains two advantages: Program cost is cut down and the TV film stanza serves as a testing ground for young performers who, if they click, can be easily put to work in the firm's theatrical films.

As part of its deal with ABC, Warner Brothers has consented to shoot commercials for sponsors of the show. Disney, of course, does the same for "Disneyland" sponsors.

The 52-week stanza, which will consist of 39 first-run films and 13 repeats during the summer, will be produced under the supervision of Jack L. Warner, production head of the company.

The average commissionable program cost per week is $68,822 for the hour show. Gross time cost for the 122-station line-up, assuming all stations can be cleared, would amount to $65,095 per week for a full hour and $39,057 per week for a half hour. The show is not being sold in less than half-hour, alternate-week segments.

Kodak to Sub

● Continued from page 5

nights. The show bowed 11 weeks ago.

The bankroller had been planning to replace "Norby" with a live low-budgeter for the summer months. Its purchase nf the Screen Cems episodes, however, tosses that plan out the window.

Screen Gems' sale guarantees the TV film firm that all but a few of this season's "Ford Theater" segments will get a second-run network airing this summer. Ford, itself, bas already committed itself to re-run 13 episodes. Screen Gems still has 44 of this season's "Fireside Theater" segments available for sale as summer replacement fare.

Baptists

● Continued from page 5

the Baptists Convention's radio-chief, the programming material will be prepared with an eye toward making them entertaining.

Included in the Baptists' plans is construction of a $200,000 production center in Fort Worth, Tex., where the TV programming material will be pre-tested in co-operation with WBAP-TV, Fort Worth.

GROOVE really moves with those crazy piano blues!

PIANO RED
"JUMP MAN, JUMP"
G/4G–0101

The Billboard
● Review Spotlight on...
RECORDS
PIANO RED
Jump, Man, Jump (Raleigh, BMI)—Groove 0101—A show-manly instrumental cut in the uninhibited happy groove of the "Crazy Otto" waxings, with an r.&b. beat adding an extra fillip. Good juke wax. Flip is "Pay It No Mind" (Lowery, BMI).
ELLA JOHNSON
Alright, Okay, You Win (Wyche, BMI)—Mercury 70580—

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Modern RECORDS

A SMASH!
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ETTA JAMES
Mod. #947

JUST RELEASED
NEW B. B. KING
"JUMP WITH YOU BABY"
b/w "LONELY AND BLUE"
RPM #425

RPM RECORDS

BREAKING BIG!
"TRULY"
ARTHUR LEE MAYE
RPM #424

ANOTHER SMASH!
"HOT LITTLE MAMA"
b/w "I LOVE TO LOVE YOU"
JOHNNY 'GUITAR' WATSON
RPM #423

Record Distributors
and Labels They Distribute

• Continued from page 89

Canton
•Charles Foley
4 Hillsview St.
Labels: Bel

Everett
Chris Dracapaulas
14 Avon St.
Labels: Cap

Newton Centre
•Saul Oilmao
400 Ward St.
Labels: Bel

Worcester
•Peter Christo
15 Jaques Ave.
Labels: Bel

MICHIGAN

Battle Creek
•William Fitzgerald .
140 East Ave., Nc.
Labels: Bel

Detroit
Arc Dist. Co.
4600 Woodward Ave.
Labele: Fab, X, Ben, Grv

Angott Distr.
2616 Puritan
Labels: LA

Brooklyn Radic Sbop
1275 Michigan Ave.
Labels: Ide

Buhl Sons Co.
Foot of Adair St.
Labels: Col

•Al Butler
19500 Trinity Ave.
Labels: Bel

Cadel Dist. Co.
5766 Woodward
Labels: Cdl, Oke, Cha, OE, 7-11, Ala, Sco, Int, Orf, Nas, Exc, Old, Ats, TC, Dev, RIH, Sav, Pal, PJ, Pes, Duk, Ess, TAR, Rma, OTJ, Con, Abb, Epi, Sdy, Hwd, JD

Capitol Records Dist. Co.
4623 Woodward
Labels: Cap

Decca Dist. Corp.
1301 W. Lafayette Ave.
Labels: Dec

•Rebert S. Dudley
9385 Stout
Labels: Bel

Fortune Records Distrs.
11529 Linwood Ave.
Labels: Tru

King Records, Inc.
5725 Woodward St.
Labels: Kng, Fed, Del

Pan-American Record Dist.
3731 Woodward
Labels: Atl, Dom, FS, Ron, Lue, Apo, Got, Dot, Mod, RPM, Imp, Fla, Mtor, Cdc, Val, Tif, Clf, Aud

Polenia Dist. Co.
3747 Woodward Ave.
Labels: Cor, Jub, Uni, Mon, Dan, Che, Chs, Der, Zod, WO, Sta, Brk

RCA Victor Dist. Corp.
7400 Intervale Ave.
Labels: RCA

Radic Distributing Co.
15401 Woodrow Wilson
Labels: M-G-M, Lon, YP, CRG, All

Square Dance Specialties, Dist.
13945 Mettetal Ave.
Labels: Kls, WJ, Win

East Lansing
Morley Bros.
1330 S. Harrison Road
Labele: RCA

Flint
Fred O. Westover
2230 Dupont St.
Labels: Hum

Grand Rapids
Republic Dist. Corp.
19-25 La Orave Ave. S.E.
Labels: Dec

Lincoln Park
Doris Richards
4155 Abbott St.
Labels: Hor

Saginaw
Carson Dist. Co.
706 N. Wasbington Ave.
Labels: RCA

MINNESOTA

Minneapolis
Lew Bonn Co.
1211 La Salle
Labels: M-G-M, Rud, Der

Capitol Records Dist. Co.
21 E. Hennepin Ave.
Labels: Cap

Decca Dist. Corp.
17-19 E. Hennepin Ave.
Labels: Dec

Forster Distributing Co.
1122 Harmon Place
Labels: Col, Oke, Epi

•Thomas E. Enrigbt
5345 Chicago Ave.
Labels: Bel

F. C. Haver Co.
250 Third Ave. N.
Labels: RCA

Heilicher Bros., Inc.
1313 Third Ave., S.
Labele: Cdl, Oke, Kng, Fed, Del

Jather Record Dist.
33 E. Hennepin Ave.
Labels: FS, YP, Che, Chs, Joc, Pik, Win, ROA, Sdy, Hwd

Lieberman Music Co.
257 Plymoutb North
Labels: Cor, Jub, Lon, All, Zod, Dot, Brw, S&S, Rep, Abb, Fab, X, Grv, Val

Mercury Record Dist.
1313 Third Ave., S.
Labels: Mon, Ron, Mer, WO, Imp, Clf

•John Rak
2126 N. Upland Crest, N. E.
Labels: Bel

MISSOURI

Kansas City
Capitol Records Dist. Co.
1527 McGee St.
Labels: Cap

Commercial Music Co.
2560 Helmes
Labels: Uni, Sho, GE, Pan, PJ, Art, OTJ, Con, Hic, TNT

•Jack Farrel Lovell
4551 Park Ave.
Labels: Bel

King Records, Inc.
105 E. 51st St.
Labels: Kng, Fed, Del

Mayflower Sales Co.
2012 Baltimore Ave.
Labels: Col, Oke, Epi

•Frank McGlynn
Commodore Hotel
Labels: Bel

Mexican Shop
900 Southwest Bldg.
Labels: Ide

Midwest Dist. Co.
1535 Main St.
Labels: Oke, BH, Zod, Win, Mod, Spe, Tru

Roberts Record Dist. Co.
321 Southwest Hlvd.
Labels: Cor, Cdl, AM, FS, 7-11, Sco, Ala, Int, Orf, Sav, Pal, Ess, Dot, WJ, Brk, S&S, ROA, Rep

Southwest Distributors, Inc.
2026 Broadway
Labels: Dec

Norman Wilson Co.
2562 Holmes St.
Labels: Lon, Hwd

St. Louis
A.R.A. Dist. Co.
2300 Olive St.
Labels: Dec

Artopbone Corp.
700 Rosedale Ave.
Labels: Col

Capitol Records Dist. Co.
1407 Pine St.
Labels: Cap

Commercial Music Co.
2630 Olive St.
Labels: Cba, Sbo, OE, Ron, Fan, Old, PJ, Tie, Rma, Sun, Art, GTJ, Con, Hic, Ben, TNT

Ettman Specialty Co.
510 Culver Way
Labels: YP

Interstate Supply Co.
26 S. 10tb St.
Labels: RCA

King Records, Inc.
2112 Olive St.
Labels: Kng, Fed, Del

•Albert Louton
7319 Sharp Ave.
Labels: Bel

Mayflower Sales Co.
1935 Wasbington Ave.
Labels: Col, Oke, Epi

Midwest Dist. Co.
2542 Olive St.
Labels: Cbe, Chs, Apo, Der, Duk, Zod, Win, Mod, RPM, Spe, Fla, Mtor, Tru, Fab, X, Orv, JD

One Stop Record Service
2536 Olive St.
Labels: Dan

Recordit Dist. Co.
1813 Wasbington Ave.
Labels: M-O-M, Lon, All

Roberts Record Dist. Co.
1515 Pine St.
Labels: Oly, Roc, Cdl, Cor, Jub, Mon, FS, 7-11, Rep, Ala, Sco, Int, Orf, Nas, Exc, Got, TC, Dev, RIH, Oat, Ky, Pal, Pea, Her, Ess, Dot, WJ, WO, Sta, Imp, Cdc, Brk, S&S, ROA, Abb, Clf, Sdy, Hwd, Val

MONTANA

Billings
Benclare Distr. Co.
501 St. Johns Ave.
Labels: All, Fro, Eso

Central Dist. Co.
P.O. Box 1551
Labels: Cap

Northwestern Auto Supply Co.
420 N. Broadway
Labels: RCA

Butte
Alfred K. Brix
3151 Burlington
Labels: Sen

E & R Dist. Co.
Labels: Dec

Great Falls
Music Service Co.
204 Fourtb St., S.
Jub, Mon, GE, FS, Ron, Lon, Pal, Ess, Zod, Dot, WO, Imp, Cde, Brk, S&S, Abb, Fab, X, Grv, Clf, Sdy, Hwd

Missoula
Vega Records
157 Radic Central Bldg.
Labels: Mor

NEBRASKA

Omaha
Bran-New Sales Co.
308 S. 12th St.
Labels: Col, Oke, Epi

Murpby Sales Co.
711 S. 16th St.
Labels: M-O-M, Der, Pal, Ess

Sidles Distributing Co.
1002 Davenport St.
Labels: RCA

Square Dance Distrs. Co.
1918 Farnum St.
Labels: Old, WJ, Win

Shelton
Tracy Knutson
e/c Shelton Hotel
Labels: FS, K&K

NEW HAMPSHIRE

Manchester
Tri-State Record Distrs.
852 Elm St.
Labels: Mar

Newmarket
•D. Russel Oroerer
Star Route
Labels: Bel

NEW JERSEY

Clifton
Consolidated Distr. Co.
166 Barkley Ave.
Labels: Suc, HR

Englewood
Progressive Distr.
131 S. Woodland St.
Labels: Jaz, Pro

Hillside
Mr. Milton Modell
1453 Liberty Ave.
Labels: S&S

Newark
American Squares
1159 Hroad St.
Labels: Crl, Ald

Belmont Dist. Co.
268 15th Ave.
Labels: FS, Ron, HH, Ats

Capitol Records Dist. Co.
83 Lock St.
Labels: Cap

Cosnat Dist. Co.
278 Halsey St.
Labels: Cor, Jub, Dom, Dan, Der, Pal, Ess, Rev, Cdc, Brk, Rep, Ben

Decca Dist. Corp.
81 Emmet St.
Labels: Dec

Essex Record Dist. Co.
114 Springfield Ave.
Labels: Gly, Roc, Oke, Atl, Cha, Uni, Mon, Pan, 7-11, Ala, Sco, Int, Orf, Che, Chs, All, Spo, Got, TC, RIH, Sav, Pay, Pea, Duk, Her, Rma, Tic, WO, Mod, RPM, Sta, Sun, Imp, Fla, Mtor, Tru, Abb, Epi, Aud, Val, Fab

Krich-New Jersey, Inc.
428 Elizabeth Ave.
Labels: RCA

Times-Columbia Distrs., Inc.
37 Bridge St.
Labels: Col

Paterson
•Moe Sher
482 E. 25th St.
Labels: Bel

West Caldwell
•Charles Petrone
103 Ravine Ave.
Labels: Bel

NEW YORK

Albany
Decca Dist. Corp.
1449 Central Ave.
Labels: Dec

Roskin Bros., Inc.
1827 Broadway
Labels: Oke, Col

•Robert Goldhamer
97-B Shaker Rd.
Labels: Bel

RTA Distributors, Inc.
36 Broadway-Menands
Labels: RCA

Buffalo
Benida Enterprises, Inc.
520 Seventh St.
Labels: Ben

Capitol Records Dist. Co.
1065 Main St.
Labels: Cap

Decca Dist. Corp.
1233 Main St.
Lables: Dec

Faysan Distrs., Inc.
506-20 Seventb St.
Labels: Col, Oke, Epi

King Records, Inc.
814 Main St.
Labels: King, Fed, Del

M & N Distr. Co.
881 Main St.
Labele: M-O-M, Mon, Lon, Luc, WO, Aud, Val

Metro Distr. Co.
852 Main St.
Labels: Clf

RCA Victor Dist. Corp.
1209 Broadway
Labels: RCA

Henry Scbunke
1080 Broadway
Labels: Dan

Transdisc Corp.
c/o One Stop Record Service
341 Niagara St.
Labels: X, Orv

Far Rockaway, L. I., New York
Harlem Hit Parade
2112 Carnega Ave.
Labels: Apo, Mod, RPM, Imp, Fla, Mtor

Geneva
•Charles Williams
820 S. Main St.
Labels: Bel

Kingston
Seewby Merchandising Co.
3 E. Strand St.
Lables: Uni, ML, Der, Sta, Oke, Epi

Massapequa
•Henry Kurt
524 Central Ave.
Labels: Bel

New York, N. Y.
Alpha Dist. Co.
762 Tenth Ave.
Labels: Vie, FD, Ron, Got, TC, RIH, Pav, Vir, Rma, Tic, Thr, WJ, Win, Fab, Aud, Fla

Brunno-New York, [illegible]
460 W. 34th St.
Labels: RCA

Capitol Records Distr. Corp.
253 W. 64th St.
Labels: Cap

Antonnio Contreras
225 W. 66th St.
Labels: MML

Coral Records, Inc.
705 Tenth Ave.
Labels: Cor, Brk, [illegible] S&S

Cosnat Dist. Co.
315 W. 47tb St.
Labels: Oly, Roc, [illegible] Exc, Dan, Cha, [illegible] Chs, Jub, Uni, [illegible] FS, Kis, Nas, Rep, [illegible] Dev, Pal, Ess, [illegible]

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THE PENGUINS 348
— COMING UP FAST —
(2) HEAVEN AND PARADISE
Don Julian and the Meadowlarks
359
— THE DOUBLESIDED SMASH —
(3) LOVE WILL MAKE YOUR MIND GO WILD b/w
OOKEY OOK
353
DOOTONE RECORDS

IT JUMPS! IT SHAKES! IT ROCKS!
the teen-agers' rage
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singing
"I AM WHAT I AM"
B/W "ONE LITTLE OLD KISS"
RECORD #C101
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Daro Exports, Ltd.
21 E. 40th St. (Rm. 1004-5)
Labels: ML
Decca Dist. Corp.
3280 Broadway
Labels: Dec
The Folk Dancer
108 W. 18th St.
Labels: Grl
*William Feinberg
605 W. 170th St.
Labels: Bal
*Russell Friedman
147-37 71st Rd.
Kew Garden Hills
Labels: Bel
Green Bros.
101 W. 31st St.
Labels: HR, Sue
International Dist.
762 Tenth Ave.
Labels: Sdy
King Records, Inc.
565 Tenth Ave.
Labels: Kng, Fed, Del
*Charles Kunits
2318 Ave. L
Brooklyn
Labels: Bel
Leslie Distr. Co.
750 Tenth Ave.
Labels: Fle
W. Lingafelt
136 W. 44th St.
Labels: Hor
London Dist. Co.
541 W. 25th St.
Labels: Lon
Malverne Dist. Co.
524 W. 49th St.
Labels: Mon, Fan, Mer, WO, Clf
Paradox Industries, Inc.
142 W. 46th St.
Labels: Joc
Phoenix Disc Dist. Corp.
584 Tenth Ave.
Labels: Eco
Polymusic Records
104 E. 46th St.
Labels: Pmu
Portem Dist. Co.
533 11th Ave.
Labels: Oke, 7-11, Ala, Sco, Int, Orf, All, Rud, Sav, Pea, Duk, Fle, Sou, Mod, RPM, Imp, Spe, Fla, Mtor, Epl
Record Export & Dist. Co.
20 W. 48th St.
Labels: Suc, HR
Rival Distrs.
107 E. 110th St.
Labels: Fle
Runyan Sales Co.
593 Tenth Ave.
Labels: Suc, HR
Sanford Record Dists.
157 Chambers St.
Labels: M-G-M
Sorority-Fraternity Record Co.
2 W. 117th St.
Labels: C-E
Stanley-Lewis
539 Tenth Ave.
Labels: Ced, Per, Wal, A440, BS, Btk, Ele, Ete, Fes, NE, Gce, Gxf, Psp, Phl, Pgm, Rac, Ren, Str, Vry
Tempo Distr.
57 W. 45th St.
Labels: TPA, Gld, Apo, Ats, PJ, Sun, Tru
Times-Columbia Distributors, Inc.
53 Fourth Ave.
Labels: Col
Transdisc Corp.
50 Tenth Ave.
Labels: X, Grv
Donald Walsh
955 Grand Concourse
Labels: Bel

North Bellmore

...on Kunits
...6 Locust Ave.
Labels: Bel

...hester

Specialty Sales
St. Paul Blvd.
Labels: Dan
...rn Sales Co.
E. Main St.
Labels: Cor, Brk

...use

...rdon Dist. Co.
W. Genessee St.
Labels: Cap
...s Distributing Co.
W. Fayette St.
Labels: RCA
...aga Supply Co.
Gennessee St.
Labels: Oke, Col

...H CAROLINA

...dle

...ted Distrs.
Box 2149
...h Creek Rd.
Labels: HR, Sue

...tte

...Sales Co.
Morehead St.
Labels: Gly, Roc, Cdl, Jnb, Unl, Cha, Nes, Exc, Chs, Der, RIH, Zod, Sta, Cdc, Tru
...a Wheel Co.
Morehead St.
Labels: Lon, Gld, S&S

Capitol Records Dist. Co.
614 W. Morehead St.
Labels: Cap
Carol Dist. Co.
124 W. Morehead St.
Labels: Dec
F & F Enterprises
803 S. Cedar St.
Labels: Cor, Atl, Mon, GE, Fan, Apo, All, Got, TC, Sav, Gat, Ky, Pea, Duk, Rma, Tic, WG, Brk, RGA, Fab
Hal-Mark Dist.
304 W. Morehead St.
Labels: Aud
King Records, Inc.
819 W. Morehead St.
Labels: Kng, Fed, Del
Mangold Distributing Co.
2212 W. Morehead St.
Labels: M-G-M, Dom, 7-11, Orf, Sco, Ala, Int, Ats, Dev, Pal, Ess, Dot, Sou, Rep, Riv, Mod, RPM, Sun, Imp, Spe, Fla, Mtor, OTJ, Con, Abb, X, Hic, JD
Southern Bearings & Parts Co., Inc.
500 N. College St.
Labels: Col
Southern Radio Corp.
1625 W. Morehead St.
Labels: RCA

Greenboro

Southland Music Merchandise Co.
526 S. Elm St.
Labels: YP, CRG

Monroe

Record Sales Dist.
803 Lancaster Ave.
Labels: HR, Suc

OHIO

Cincinnati

A & I Dist. Co.
521 W. Sixth St.
Labels: Gly, Roc, Cdl, Gke, Cha, Unl, FS, Fan, 7-11, Ala, Sco, Int, Orf, Apo, All, Ats, Got, TC, RIH, Sav, PJ, Pea, Duk, Her, Tic, Rma, WJ, Mod, RPM, Sta, Imp, Fla, Htor, JD, Hwd, Sdy, Epl, Hic
Benart Dist. Co.
327 Frankfort St.
Labels: Gly, Roc, Cor, Atl, Mon, GE, FS, Ron, Dan, Ats, Got, TC, RIH, Gat, Ky, Pal, Pea, Duk, Zod, Ess, Her, Dot, Tic, Rma, WG, Mod, RPM, Sun, Spe, Fla, Mtor, Brk, Tru, Abb
Capitol Record Dist. Co.
615 Sycamore St.
Labels: Cap
Cosnat Dist. Corp.
1233 W. 9th
Labels: Fab
Home Products
901 Broadway
Labels: Col
State Record Dist.
920 Race St.
Labels: Cor, YP, Brk, RGA, Tru, Abb
Decca Dist. Corp.
Daylight Bldg.
6th and Court Sts.
Labels: Dec
Hit Record Dist. Co.
1043 Central Ave.
Labels: Atl, Jub, Mon, Dom, GE, Ron, Che, Cha, Der, BR, Dev, Gat, Ky, Pal, Ess, Zod, Dot, Sou, HR, Suc, WG, Win, Sun, Spe, Cdc, Rep, Fab, X, Grv, Tif, Val
King Records, Inc.
1540 Brewster Ave.
Labels: Kng, Fed, Del, Ebo
Mid-States Records, Inc.
25 W. Court St.
Ohio Appliances, Inc.
804-8 Sycamore St.
Labels: RCA
Supreme Distr. Co.
Court and Broadway
Labels: Clf

Cleveland

Capitol Record Dist. Co.
704 St. Clair Ave., N.W.
Labels: Cap
Columbia Record Distributors, Inc.
1480 West Ninth St.
Labels: Col
Custom Record Dist.
1737 Chester Ave.
Labels: X, Ben, Grv
Decca Dist. Corp.
746 W. Superior Ave.
Labels: Dec
King Records, Inc.
1714 Chester St.
Labels: Kng, Fed, Del
Lance Dist. Co.
2307 Prospect Ave.
Labels: Fab
Main Line Cleveland, Inc.
8008 Euclid Ave.
Labels: RCA
Ohio Record Dist. Co.
1737 Chester
Labels: Cdl, Gke, Cha, Unl, Fan, YP, 7-11, Ala, Sco, Int, Orf, Nas, Exc, Luc, Che, Chs, Apo, All, Sav, PJ, TAR, Sta, Imp, Cdc, Rep, JD, Val, Hwd, Sdy, Clf, Epl

*Bob Politi
1524 E. 123d St.
Labels: Bel
*Wally Ranson
Box 863
Warrenville Heights Br.
Labels: Bel
Sanborn Music Co.
738 Superior Ave.
Labels: M-G-M, Lon

Columbus

Colso Distributors
2088 Sullivant Ave.
Labels: Gra

Dayton

Spencer Jewelry Co.
39 S. Main St.
Labels: LA

Hubbard

Music-Please, Inc.
Box 228
Labels: Dom, Old, Gre, Tre, Hwd, Sdy

Oberlin

Radio Station WOBO
32 E. College St.
Labels: Yoe

Toledo

New Lina Record Dist. Co.
1465 Belmont Ave.
Labels: TAR
1034 Grand Ave.
Ben Ruhln Dist. Co.
Labels: Dec
Main Line Distributors, Inc.
360 W. Erie St.
Labels: RCA

Vienna

Trumbull Record Sales
Labels: Dom

Warren

Mid-America Record
760 Bonnie Brae S. E.
Labels: Ats

OKLAHOMA

Oklahoma City

B & K Dist. Co.
608 N. Hudson
Labels: Abb, Fab
Capitol Record Dist. Co.
416 N. Lee
Labels: Cap
Dulaney's
825 N. W. Second St.
Labels: RCA, Grv
King Records, Inc.
812 North Hudson St.
Labels: Kng, Fed, Del
*Gene Lybarger
1718 N. Meridian Ave.
Labels: Bel
Leo Maxwell Co., Inc.
409 N. Classen Blvd.
Labels: Dec, Cor
Miller-Jackson Co.
111-115 E. California Ave.
Labels: Col
Oklahoma Record Co.
527 N. W. Second St.
Labels: Atl, FS, Lon, Nas, Exc, Luc, Spe, Rep, X, Hic, Epl, Tif, Sdy, Hwd
Wolfe Dists.
710 N. W. Second St.
Labels: M-G-M, Old
Southern Mercury, Inc.
1011 N. W. Fifth St.
Labels: Abb, Fab, Val, Mar

OREGON

Portland

B. G. Record Service
337 N. W. Sixth Ave.
Labels: Cdl, Gke, Atl, Cha, Jub, Unl, Gas, FS, Ron, Fan, Ara, 7-11, Sco, Ala, Int, Orf, Luc, Chs, Che, Apo, Der, Sav, Pal, PJ, Zod, Ess, Dot, Sou, Mod, RPM, Sta, Sun, Imp, Spe, Fla, Mtor, Cdc, S&S, Tru, Rep, Abb, Fab, X, Aud, Grv, Sdy, Hwd, Val
Love Electric Co. (Branch)
938 W. First St.
Labels: Col
Oregon Record Dist. Co.
627 S. W. 13th St.
Labels: Cor, Lon, Brk, RGA
N. Pacific Supply Co.
2025 N. W. Overton St.
Labels: RCA
*Edgar A. Parks Jr.
1215 N. E. 157th Ave.
Labels: Bel
J. E. Redmond Supply Co.
325-327 N. W. Sixth Ave.
Labels: Dec
Richter Record Dists.
2115 N. W. Northrup St.
Labels: M-G-M, GE, Mor, WJ, GTJ, Con
Scandi-Tunes
1631 N. S. Alberta St.
Labels: Rud

PENNSYLVANIA

Derry

Belle Recording Co.
Box 485
Labels: Tre

Harrisburg

D & H Distributing Co.
2535 No. Seventh St.
Labels: RCA

Johnstown

Ethel McNemar
728 Railroad St.
Labels: Hor

New Hope

*Sid Graedon
Box 139
Labels: Bal

Philadelphia

Edward S. Barky, Inc.
2522 N. Broad St.
Labels: M-G-M, Hic, Ben
Capitol Record Dist. Co.
1007 Forbes St.
Labels: Cap
Cosnat Dist. Co.
1710 North St.
Labels: Gly, Roc, Atl, Cha, Jub, Unl, Dom, FS, Ron, Nas, Exc, Dan, Cbe, Chs, Der, Dev, Eso, Pal, Ess, Her, Zod, Dot, Rev, Sta, Cdc, Rep, GTJ, Con, Abb, Tif, Sdy, Hwd, Val, JD, Fab
Decca Dist. Corp.
1934 Arch St.
Labels: Dec
Gotham Record Corp.
1626 Federal St.
Labels: Cdl, GE, Fan, Rud, Pea, Duk, PJ, Mod, RPM, Fla, Mtor
Grimes Music Publishers
250 S. Broad St.
Labels: GMP, Vod, Hok, C-G
John-Harold Co.
1818 N. Broad St.
Labels: Cor, Lon, All, Brk
King Record, Inc.
1242 N. Broad St.
Labels: Kng, Fed, Del
Lesco Distr.
17 S. 21st St.
Labels: YP, CRG, Riv, HR, Suc, WJ, Win, S&S
*Abraham Lewis Plotnick
1135 Passmore St.
Labels: Bel
*Bernbard A. Scheller
341 N. 16th St.
Labels: Bel
Stuart F. Louchheim Co.
1220 N. Broad St.
Labels: Col
Marnel Dist. Co.
1622 Fairmount Ave.
Labels: 7-11, Ala, RIH, Sav, Pmu, Sou, Wal, Imp, Spe, RGA, Fab
David Rosen, Inc.
855 N. Broad St.
Labels: Gke, Mon, Ats, Pla, WG
Raymond Rosen & Co., Inc.
2121 Market St.
Labels: RCA
Transdisc Corp.
c/o Harris
4517 Wayne Ave.
Labels: X, Grv

Pittsburgh

Alco Record Dist. Co.
1204 Forbes St.
Labels: Atl, Jub, Mon, 7-11, Sco, Int, Ala, Orf, Chs, Che, Der, WG
Capitol Records Dist. Corp.
2020 W. Liberty Ave.
Labels: Cap
Danforth Corporation
6500 Hamilton Ave.
Labels: Col, Gke, Epl
*Charles Davis
14 Maplewood Ave.
Crafton
Labels: Bel
Future Dist. Co.
1300 Wylie Ave.
Labels: Apo, Spa
Hamburg Bros.
213 Galveston Ave.
Labels: RCA
King Records, Inc.
1437 Fifth Ave.
Labels: Kng, Fed, Del
Lomakin Music
833 Liberty St.
Labels: Fan
National Record Mart
324 Diamond St.
Labels: Gat, Ky
Standard Dist. Co.
1705 Fifth St.
Labels: Cor, Cdl, Ron, Dan, TC, Dev, RIH, Gat, Ky, Pal, Ess, Zod, Dot, Sun, Imp, Mtor, Brk, Rep, Abb, Aud, Tif, Sdy, Hwd, Val, Fab
*Frank Stanko
429 E. Garden Rd.
Labels: Bel
J. A. Williams Co.
401-435 Amberson Ave.
Labels: Dec
J. W. Young Dist. Co.
1206 Forbes St.
Labels: Ats, Cdc

Scranton

Capitol Record Dist. Corp.
500 Wyoming Ave.
Labels: Cap
Scranton Supply & Mach. Co.
634 Wyoming Ave.
Labels: Dec

RHODE ISLAND

Pawtucket

Conte Distributors
51 Division St.
Labels: Gre
Eddy & Company
43 Hospital St.
Labels: RCA

SOUTH CAROLINA

Charleston

Fox Music House
538 King St.
Labels: Pea

SOUTH DAKOTA

Sioux Falls

Warren Radio Supply
115 S. Indiana Ave.
Labels: RCA

TENNESSEE

Gallatin

Randy's Record Shop
321 W. Main St.
Labels: Atl, Cha, Jub, Cbe, Chs, Apo, Got, TC, RIH, Dot, Mod, RPM, Sun, Imp, Fla, Mtor, Pea

Knoxville

Chapman Drug Co.
516 State St.
Labels: Cap
C. M. McClung Co., Inc.
501 W. Jackson Ave.
Labels: RCA, Grv

Memphis

Glenn Allen, Inc.
1146 Union Ave.
Labels: Atl, Jub, Cap, GE, Ron, 7-11, Int, Orf, Sco, Ala, Ide, Her, Win, RPM, Grv, Fab
King Records, Inc.
1092 Union Ave.
Labels: Kng, Fed, Del
McGregor's Inc.
1071 Union Ave.
Labels: RCA
Music Sales Co.
1117 Union Ave.
Labels: M-G-M, Cdl, Cha, Unl, FS, Nas, Exc, Chs, Chs, Apo, Der, Got, RIH, Rud, Sav, Pal, Ess, Dot, Pea, Mod, Sta, Sun, Imp, Spe, Fla, Mtor, ROA, Tru, Rep, Abb, Tif, Sdy, Hwd, Val, JD, X
Paul Igor
786 Madison Ave.
Labels: Cap
Stratton Warren Hdwe. Co.
37 E. Carolina Ave.
Labels: Dec, Cor
Tennessee Music Sales
1087 Union Ave.
Labels: Gly, Roc, Gat, Ky, Zod, Cdc, OTJ, Con
Woodson & Bozemen, Inc.
462 Union Ave.
Labels: Col, Oke, Epi, TNT

Nashville

Buckley Dist. Co.
1707 Church St.
Labels: Cha, RIH, Gre, Mod, RPM, Sun, Imp, Fla, Mtor, Pea, Sdy, Hwd
Coastline Distrs., Inc.
535 Fourth St.
Labels: Dom
Ernie's Record Shop
179 Third St., North
Labels: Cha, Apo, Chs, Che, Got, TC, RIH, Mod, RPM, Sun, Imp, Fla, Mtor, Pea, Hwd
Hermitage Music
423 Broad St.
Labels: Sun, Sdy, Hwd
King Records, Inc.
516 4th Ave., S.
Labels: Kng, Fed, Del
Music City Dist. Co.
80 Lafayette
Labels: Nas, Exe, BR, Dot, Rma, Tic, Sun, S&S, Abb, Fab, Sdy, Hwd, Val, JD
Gene Nobles
1837 Primrose Ave.
Labels: Mod, RPM
Tennesse Music Sales
415 Main St.
Labels: Gly, Roc, Mon, GE, FS, Ron, Ats, BR, Gat, Ky, Pal, Ess, Zod, WG, Cdc, S&S, GTJ, Con

TEXAS

Amarillo

Dulaney's
1420 N. E. Third St.
Labels: RCA, Grv

Arlington

*William Bryan Show
1400 Bennett Dr.
Labels: Bal

Dallas

Adleta Co.
1914 Cedar Springs Ave.
Labels: RCA, Grv

Big State Dist. Co.
127 Glass St.
Labels: Cor, Cdl, Gke, Atl, FS, YP, Nes, Exe, Cbs, Che, Apo, All, Pea, Dot, Spe, Brk, Tru, Rep, JD, Hwd, Sdy, TNT, Epl, Hic, X, Abb, Fab
Capitol Record Dist. Corp.
1801 N. Industrial Blvd.
Labels: Cap
Dobbs of Dallas
135 Leslie St.
Labels: M-O-M, Tif
Decca Dist. Corp.
139 Cole St.
Labels: Dec
Gramophone Enterprises
1425 Dragon St.
Labels: Gly, Roc, Cha, Jub, Unl, Mon, Ron, Fan, 7-11, Ala, Int, Orf, Sco, Gld, Der, Got, TC, Dev, RIH, Sav, Eso, Pmu, Gat, Ky, Pal, Duk, PJ, Ess, Her, Zod, Rma, Tic, WO, Sta, Sun, Imp, Cde, S&S, RGA, GTJ, Con
King Records, Inc.
148 Leslie St.
Labels: Kng, Fed, Del
Medaris Co., Inc.
1202 Dragon St.
Labels: Col
Southern Mercury, Inc.
1035 Levee St.
Labels: Mer, WJ, Mod, RPM, Fla, Mtor, Val, Fab, Clf
South Coast Amuse. Co.
137 Glass St.
Labels: GE
Trinity Distributors
1033 Levee St.
Labels: Lon

El Paso

Boyd Dist. Co.
2209 Mills St.
Labels: Cap
Frontier Distributing Co.
1200 E. Missouri St.
Labels: M-G-M
M. B. Krupp Dist. Co.
609 S. Sante Fe St.
Labels: Cdl, Atl, Cha, Jub, Unl, Cri, GE, FS, Ala, 7-11, Sco, Int, Orf, Gld, Luc, Apo, Der, Pal, RIH, Sav, Ide, Pea, Duk, Ess, Fle, Dot, Sou, Tim, WJ, Win, Sta, Sun, Imp, RGA, Tru, Rep, GTJ, Con, JD, Val, Hwd, Sdy, TNT, Fab, Abb
Albert Mathias & Co.
113 S. Mesa St.
Labels: Gke, Col, Epl
Midland Specialty Co.
4275 W. San Antonio St.
Labels: RCA
Momsen-Dunnegan-Ryan Co.
800 E. Overland St.
Labels: Dec
*Sam Paparone
3717 Nations Ave.
Labels: Bel
Sunland Supply Co.
1200 E. Missouri
Labels: Cor, Mon, Ron, Lon, WG, Mod, PRM, Spe, Fla, Mtor, Brk, X, Grv

Houston

H. W. Dalley Co.
314½ E. 11th St.
Labels: Dec
South Coast Amusement Co.
314 E. 11th St.
Labels: M-G-M, Cdl, Gke, GE, FS, Nas, Exc, Che, Cha, All, Rud, Dot, Rep, Hwd, Sdy, Grv, Epl, Hic, X, Abb, Fab
Gramophone Enterprises
1906 Leeland St.
Labels: Gly, Roc, Cha, Jub, Unl, Mon, Ron, Fan, 7-11, Ala, Int, Orf, Sco, Der, Got, TC, Dev, RIH, Eso, Pmu, Gat, Ky, Pal, Her, Zod, WG, Sta, Sun, Imp, Cdc, S&S, RGA, Tru, GTJ, Con
Hummingbird Record Co.
6804 Travis St.
Labels: TNT
King Records, Inc.
1409 Jefferson St.
Labels: Kng, Fed, Del
Southern Mercury, Inc.
1216 Leeland Ave.
Labels: Mer, MJ, Mod, RPM, Fla, Mtor, Fab, Clf, Val
Straus-Frank Co.
4000 Leeland Ave.
Labels: RCA
Trinity Distributors
1218 Leeland Ave.
Labels: Lon
United Record Dist. Co.
1902 Leeland Ave.
Labels: Cor, Atl, Sho, Apo, Sav, Spe, Brk, Pea
*Stanley Smith
5328 Keystone
Labels: Bel
R. Warncke Co.
3445 Leeland Ave.
Labels: Cap, TNT

San Antonio

General Appliance Co.
906 Nolan
Labels: Dec
*Larry Boal
2302 Texas Ave.
Labels: Bal

R. Warncke Co.
121 Navarro St.
Labels: Cap

San Benito

Rio Grande Music Co.
P. O. Box 861
Labels: Ide

UTAH

Ogden

Carl Santoro
2867 Lincoln Ave.
Labels: All

Salt Lake City

W. H. Bintz Co.
436 W. Third St.
Labels: Oke, Col, Epl
Davis Sales Co.
106 W. Third, So.
Labels: Abb, X, Grv, Sdy, Hwd, Fab
El Rancho Cordova
543 W. Third St.
Labels: Ide
Flint Distributing Co.
P. O. Box 1470
Labels: RCA
Mt. States Dist. Co.
822 S. State St.
Labels: Cap
Salt Lake Hdwe. Co.
P. O. Box 510
Labels: Dec
Standard Supply Co.
531 S. State St.
Labels: M-G-M, Cor, Mon, Fan, Lon, WG, Imp, Brk

VIRGINIA

Richmond

Allen Dist. Co.
420 W. Broad St.
Labels: Gly, Roc, Cha, Jub, Unl, Lon, BH, Apo, Nas, Exc, Chs, Cbe, Der, BR, Got, TC, RIH, Sav, Pal, Pea, Duk, Zod, Ess, Her, Dot, Mod, RPM, Sta, Fla, Sun, Imp, Spe, Mtor, Cde, Tru, Rep, JD, Val, Hwd, Sdy, Fab, Abb
Benj. T. Crump Co., Inc.
1310-34 E. Franklin St.
Labels: Col, Oke, Epl
Wm. Donavan
1837 West Broad St.
Labels: Dec
King Record, Inc.
218 E. Main St.
Labels: Kng, Fed, Del
Virginia Dist. Corp.
1837 Broad St.
Labels: Dec, Cor
Wyatt-Cornick, Inc.
Grace at 14th St.
Labels: RCA, Grv

WASHINGTON

Seattle

Artist Record Dist. Co.
3131 Western Ave.
Labels: Gly, Roc, CRG, Luc, Chs, Cbe, S&S
C & C Dist. Co.
3131 Western Ave.
Labels: Cha, Jub, Mon, FS, Fan, YP, All, Der, RIH, Rud, Sav, Mer, Dot, WO, Mod, RPM, Sun, Imp, Spe, Fla, Mtor, Tru, Abb, Clf, Sdy, Hwd, Val
Capitol Record Dist. Co.
620 Eastlake Ave.
Labels: Cap
*Frank Conklin
10257 Rainier Ave.
Labels: Bel
Decca Dist. Corp.
3131 Western Ave.
Labels: Dec
Fidelity Electric Co.
960 Republican St.
Labels: RCA
Harper-Meggee, Inc.
960 Republican St.
Labels: RCA
Lova Electric Co.
318 Westlake Ave., N.
Labels: Col, Oke, Epl
Morrison Music Co.
720 Queen Anne Ave.
Labels: Mor
Northwest Tempo Dist. Co.
210 Ninth Ave., N. W.
Labels: M-G-M, Atl, Unl, GE, Ron, Kls, Ala, 7-11, Sco, Int, Orf, Gld, Apo, Mer, Pal, Ess, WJ, Win, Cdc, Kng, Fed, Del, S&S, Pea, GTJ, Con, Fab, JD, Abb

Spokane

Columbia Electric & Manufacturing Co.
123 South Wall St.
Labels: Col, Gke, Epl
Tinling & Powell
706 E. Sprague Ave.
Labels: HR, Suc

Vancouver

Cascade Records Co.
P G. Box 97
Labels, Cas,

WEST VIRGINIA

Charleston

Cardinal Distributing Co.
821 Quarrier St.
Labels: Col

King Records, Inc.
804 Donnally St.
Labels: Kng, Fed, Del

Huntington

Van Zandt Supply Co.
1123 Fourth Ave.
Labels: RCA

WISCONSIN

Madison

Tell Music Dist. Co.
2702 Monroe St.
Labels: Cor, Brk, Rep, Grv, X

Milwaukee

Capitol Record Dist. Co.
1434 N. Farwell Ave.
Labels: Cap

Decca Dist. Corp.
321 E. Chicago, St.
Labels: Dec

Demo Records Dist. Co.
1415 N. 21st St.
Labels: Dem

*John M. Kropf
1540 N. 21st St.
Labels: Bel

Major Dist. Co.
626-628 E. Ogden Ave.
Labels: Mon, WO

Morley-Murphy Co., Inc.
5151 W. State St.
Labels: Col

Taylor Electric Co.
112 No. Broadway
Labels: RCA

Shehoygan

Sheboygan Radio & Record Center
1210 N. 8th St.
Labels: Pik

WYOMING

Cheyenne

Forbes Music Company
1616 Carey Ave.
Labels: HR, Suc

MORE MORE MOR

CANADA

Calgary, Alberta

T. W. Peacock, Ltd.
216 12th Ave. W.
Labels: Cor, Brk

Taylor, Pearson & Carson, Ltd.
306 Fifth Ave.
Labels: Qua, M-G-M, Mer

Vancouver, British Columbia

Dance Craft
1406 W. Broadway
Labels: Win

Johnston Appliances, Ltd.
6239 Victoria Drive
Labels: Cor, Brk

Mackenzie, White & Dunsmuir
1100 Venables St.
Labels: Qua, M-G-M, Mer

Radio Sales Service, Ltd.
971 Richards St.
Labels: Cap

Texal, Ltd.
1132A Surrard St.
Labels: YP, Ara, Lon

Winnipeg, Manitoba

Modern Products Co.
1573 Portage Ave.
Labels: Sil, YP, Ara, Win

Monarch Record Distrs.
Galt Building
Labels: Qua, M-G-M, Mer

Sparling Sales, Ltd.
120 King St.
Labels: Cap

London, Ontario

Capitol Record Dist. Co.
100 St. George St.
Labels: Cap

Sparton of Canada, Ltd.
32 Evergreen Ave.
Labels: Col

Toronto, Ontario

Apex Records, Ltd.
670 Richmond St., W.
Labels: Cor, Brk

*George Blakey
32 Evergreen Ave.
Labels: Bel

Canadian Music Sales
1261 Bay St.
Labels: Old

Capitol Records of Canada, Ltd.
122 Adelaide St.
Labels: Cap

Mackay Record Distrs.
30 Duncan St.
Labels: YP

Margas Distr. Agency
807 Yonge St.
Labels: Sil, Ara, Arr

Morris Dist. Co.
1560 Queen St. W.
Labels: Fan, Sav, PJ, OTJ, Con

Phono-Vision Dist. Corp.
124 Dundas St.
Labels: Kis

Quality Records
380 Birchmont Road
Labels: M-G-M, FS, Der, Pal, Ess, Qua, WJ

Gordon V. Thompson
902 Yonge St.
Labels: Ron, Gev

H. O. Young Sales Co.
Labels: Pmu

Lachine, Quebec

Compo Co., Ltd.
2377 Remembrance
Labels: Cor, Brk

Montreal, Quebec

*Larry Bernier
1440 Bernard Ave., W.
Apt. 16
Labels: Bel

Biltmor Records Co.
2560 Mayfair Ave.
Labels: Bil

Canus Distr. Ltd.
63 Prince Arthur St., E.
Labels: LA

Capitol Records of Canada, Ltd.
216 St. Paul St., W.
Labels: Cap

Elite Recording Co. of Canada
417 St. Peter St.
Labels: Ced, Eco, Tic, Riv

The London Gramophone Corp. of Canada, Ltd.
2123 St. Catherine St. E.
Labels: YP

*Floyd McGregor
Pocket Books of Canada, Ltd.
330 Liege St., W.

Metrodisc, Inc.
5016 Sherbrooke St., W.
Labels: Cor, Rod, Qua, M-G-M, Brk

Musimart of Canada
Pascal Bldg.
901 Sleury St.
Labels: Dan

Sni-Don Sales Co.
455 Craig St., W.
Labels: Suc, HR

*Distributor Contact Man

TERRITORY OF HAWAII

Honolulu

Hawaiian Elec. Supply Co.
930 Clayton St.
Labels: Dec

Honolulu Paper Co., Ltd.
1105 Kapiolani Blvd.
Labels: Col

House of Music, Ltd.
2166 Kalakau Ave.
Labels: YP

Microphone Music
222 N. Beretonia St.
Labels: Tic

Musical Distributors
156 Mokauea St.
Labels: Cor, Lon, Brk

Nylen Bros. & Co., Ltd.
P. O. Box 2956
Labels: Cap

Thayer Piano Co.
P. O. Box 562
Labels: Win

*Norman Wright
c/o Henry M. Snyder & Co.
361 Young Bldg.
Labels: Bel

Wahiawa, Oahu

Wahiawa Electronic Service
Labels: Mon, WO

FOLK TALENT AND TUNES

• Continued from page 137

It's an all-request seg. . . . In the same city, **Bill Lowery** has been handed more air time at WLW-A, local TVer. New program is a children's show called "Uncle Bill's Magic Train," and is heard daily, 12-1 p.m. . . . Two additional 15-minute segs of "Country Concert" has been skedded Monday thru Friday, 11:45 a.m.-12:30 p.m., on WOAI, San Antonio. **Aaron Allan** mans the turntables on these, as well as on the hour-and-a-half "Country Concert" on Saturdays at 7 p.m. Allan is also heard singing and guitaring his own versions of c.&w. faves.

Pfc. **Red Jones,** formerly with KVET, Austin, Tex., and KTAE, Taylor, Tex., and now with the American Forces Network in Berlin, reports good mail response on his two country music shows, "Western Swing" and "Stickbuddy Jamboree." The word stickbuddy is the European equivalent for hillbilly. . . . **Sonny Houston,** still spinning 'em at WORC, Worcester, Mass., typewrites that **Jim Reeves'** recording of "The Wilder Your Heart Beats" is proving another "Bimbo" in the Worcester sector. In the "Making Believe" song race, **Jimmy Work** is running out in front, Sonny says.

Bob Edwards has resumed his country & western programs on WFBC and WFBC-TV, NBC outlet in Greenville, S. C., after winding up a two-year hitch with the Army. Bob became a symbol of good country music in the New Jersey Shore area via numerous personals during his long stay at Fort Monmouth, N. J. He was radio-TV director in the Public Information Office at the Army base and his show, "Fort Monmouth News," was aired thriee weekly over WRTV, Asbury Park, N. J. His music column, Rhythm Round-Up, is carried by five newspapers in New Jersey and one in the Midwest.

Sheriff **Norm Pringle,** of CKDA, Victoria, **B. C.,** writes: "The station has extended my weekly 'Island Barn Dance' to a nightly stint. I also still have my daily 'Sheriff's prngram and Sunday 'Western Hit Parade.' I have been getting good response with an idea I aired recently. I suggested that **Slim Whitman** make a Salute Album to **Wilf Carter** (Montana Slim) singing a group of his famous old songs of the 30's, such as 'Swiss Moonlight Lullaby,' 'I Miss My Swiss' and 'Love-Knot in My Lariat.' Whitman admitted to me in an interview that it was Carter who inspired him to sing the way be does today. I have written Whitman about it but as yet no reply. A plug in your column might help. Most requested records in this neck of the woods are Whitman's 'Cattle Call," **Faron Young's** 'If You Ain't Lovin,' and **Webb Pierce's** 'In the Jailhouse.' The c.&w. field should watch Tommy **Hunter,** a young chap I started on my shnw two years agn. He's current at a New York night club and is slated tn make an appearance on **Arthur Godfrey's** 'Talent Scouts' soon."

Bobby Dick has just started a new c.&w. show called "1040 Rancho" on WHO, Des Moines, and says he'd appreciate receiving records from both the major and minor labels. . . . "Here are my views on the subject of brass moving into country & western music, as suggested recently by **Cliff Rodgers,** nf WHKK," writes **Charles (Chuck) Neer,** deejay at WIAM, Williamston, N. C. "The few records in the c.&w. field using brass will soon disappear. The fiddle and guitar will always produce the best country music. It seems to me that more c.&w. sounds are moving into the pop field than brass into the c.&w. circle."

From KMAC, San Antnnio, **Charlie Walker** infos that **Rex Allan** drew the largest crowd at the recent rodeo there in the six-year history of the show. Artists appearing in San Antonio recently and also on Walker's "Hillbilly House Party" were **Justin Tubb, Goldie Hill, Charlene Arthur, Sonny James, Ray Priee, Bill Grey, Lonzo and Oscar and Tommy Warren. . . . Balin'-Wire Bob Strack,** c.&w. spinner at KWKH, Shreveport, La., types "**Slim Whitman** has a double hit with his 'Cattl[e] Call' and 'When I Grow Too Ol[d] to Dream.' Getting requests in o[n] our 'Red River Round-Up' from th[e] Island of Guam for **Jimmie Cox'**[s] new recording, 'This Orchid Re[-]minds Me of You.' **Jim Reeves** of[f] on another West Coast tour, to b[e] gone several weeks. Some of th[e] Mr. Cornhuskers (guest deejays[)] recently on 'Round-Up' were **E[d] Hamilton,** KRUS · Ruston, La.[,] **Tater Pete Hunter,** KRCT, Bay[-]town, Tex., and **Sammy Lillibridge[,]** KFRO, Longview, Tex. Any dee[-]jay interested in being Mr. Corn[-]husker some Saturday. night, pleas[e] contact me at KWKH."

Also writing from KWKH[,] Shreveport, La., is **Frank Page[,]** who reports that the "Louisian[a] Hayride" is going on tour in Apri[l.] KWKH and the "Hayride" wi[ll] have charge of the **Jimmie Rodger[s]** Memorial Day affair late in May[,] according to Page.

Charlie Russell, formerly o[f] KCHS, Truth Or Consequence[s,] N. M., has picked up new deeja[y] chores at KVFC, Cortez, Colo. . . **Johnny Rion,** KSTL, St. Louis, in[-]forms that his hillbilly park wi[ll] be located at West Lake Par[k,] St. Louis, this year, with the ope[n-]ing set for May. **Benny Marti[n]** cut one of Rion's tunes recentl[y] . . . From his turntable at WCO[...] Coatesville, Pa., **Wild Bill Pri[...]** writes: "Thanks to Columbia f[or] releasing old tunes by such artis[ts] as **Acuff, Wilma Lee,** etc. Als[o] why aren't more fiddle and instr[u-]mentals sent to the deejays? I g[et] loads of requests, but can't pl[ay] them 'cause I don't have them."

Johnny Banks, of KRDU, Din[u-]ba, Calif., held his second "A[n-]nual Fat Women's Day" in Dinub[a] recently. Prizes were given to t[he] 20 heaviest ladies present. Ente[r-]tainment was provided by **He[...] Heoson, Dave Stogner,** the **Farm Boys, Smiley Maxedon and Smil[...]** Sammie and crew. . . . **Eddie De[...]** and **Billy Walker** guested wi[th] **Thom Hall** at WKYW, Louisvill[e,] recently. . . . **Roy Acuff, Kit[ty] Wells, Johnny and Jack,** and **Ben[ny] Martin** played the Ottumwa, I[a.,] Coliseum recently, notes **Ral[ph] Wayne,** folk twirler at KBOE, O[s-]kaloosa, Ia. Wayne tape-record[ed] interviews with the artists and la[ter] played them on his "Mounta[in] Music Time" show.

Three members of the hillbi[lly] group, the **Five Strings,** dropp[ed] in on **Bob Billingaley** at KVE[T,] Austin, Tex., recently. . . . **[...] Mack** has added an hour to [his] Saturday p.m., c.&w. show [on] KWFT, Wichita Falls, Tex. Sho[w,] which now programs four ho[urs] each week, draws mail from Tex[as,] Oklahoma, Kansas, Arkansas, N[ew] Mexico and Colorado. Mack's "[...] Six Jamboree," a one-hour [...] show, now has 12 acts. **Lefty Fr[i-]zel** guested on the show recent[ly.] Regular artists are the **Blue S[...] Boys and Jackie,** the **Gillespie S[is-]ters, Dixie Boy Jordan, Joe and [...] Arias, Larry Sterling and El[...] McDaniel.**

J. E. Brown and **Shelby Co[...]** recent visitors on **Don Jones'** "[Cot-]tonseed Jones Show" on KX[...] North Little Rock, Ark. Jones [in-]fos that Shelby has the tune, "[...] Baby, Cry," out on the new Co[...] label. . . **Goldie Hill** played [the] Westerner Club, Victoria, Tex.[, re-]cently, writes **Willie Jones,** KCFH, Cuero, Tex. Willie is [man-]ager for **Dotti Jones,** who h[as a] new recording coming out [on] Sarg Records April 1, and ha[s] recently signed the **Oniel Bro[thers]** . . . **Arlie Duff** ("Y'a All C[...]") has joined the deejay sta[ff of] KTRM, Beaumont, Tex., whe[re he] is doing two shows daily, "[...] Morning" and "Bottom of [the] Trail." KTRM is the leading [inde-]pendent station in the Beau[mont-]Port Arthur, Tex., area, acc[ording] to J. P. Richardson, count[ry and] western jockey at the station.

Linda Lou Stone's "W[...] Serenade" is heard each d[ay at] 1:45 p.m. over WHGB, Harri[sburg,] Pa. . . . **Denny Dever's** "[...] Round-UP," heard over W[...] Canton, O., has been exten[ded to] an hour and 45 minutes. De[vor in-]fos that **Fally Fowler's** "All-[...] Sing," will be held at the [...] (O.) Memorial Auditorium [...] 25.

Tape Cartridge

• Continued from page 17

place pre-recorded tape reels in the new package.

On the recording company level, nearly all the major manufacturers have shown interest in pre-recorded tape but supposedly are waiting for more suitable playback equipment.

Altho farfetched, one of the advantages of the cartridge is seen in this light: it is entirely possible that a teen-ager can bring the cartridge into a record store, and for a price, plug it into a juke box-like contraption which would erase the music and record a completely new score in its place. However, many legal problems involving copyright use and royalties would have to be solved first.

Irving Rossman, president of Pentron, indicated he was going ahead with his plans to manufacture a recorder which will accommodate the new cartridge. He also indicated that he would eventually manufacture all three of the possible versions of this machine; a playback only, a recorder-playback, and an attachment which will play thru radio, TV or phonograph.

Many Uses Seen

The cartridge, in its present form, measures 1 by 3½ by 5 inches. The plug-in end will remain the same while the reel-end can be enlarged or decreased in size, according to the amount of playing time required.

Snme nf the immediate uses to which the new tape cartridge will be put include point-of-sale messages, and possibly background music. The unit, which actually is an outgrowth of the Audio-Vendor, bas had some practical application in the point-of-sale field. In one case, the unit was installed inside an automatic washer. As the customer opened the door of the washer a switch turned on the machine and a sales message was pitched. The unit has also been installed in new car displays, refrigerators, and many other items.

Looking ahead, it is conceivable that the unit could be placed inside of such location machines as juke boxes, and various vending machines to periodically make a pitch for the merchandise or music being vended.

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NATION'S #1 BAND

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SIX FLATS UNFURNISHED

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EDITORIAL

Key Issue at MOA Meet: Copyright Legislation

Next week juke box operators will gather at the convention of the Music Operators of America in Chicago. Operators from all over the country will mix with manufacturers and distributors of juke boxes and operator supplies, with record manufacturers and music publishers, and with a few songwriters.

As in the case of all conventions in any industry, the people attending will discuss problems of all kinds; mix with their business friends and take a look at all the equipment.

But there is one thing that will be quite different among those who attend this convention. The attendance this year will be far larger than ever before for only one reason: There is fear among all operators that the Kilgore bill in the Senate and/or a Thompson bill in the House will become the law of the land.

Let no one underestimate the fear which now permeates the juke box industry. Those who now accuse these men of merely protecting selfish interests should visit Chicago and talk to operators. What will they find?

We defy anyone to spend the week in Chicago, talking objectively to operators, without coming away with these impressions that The Billboard knows because of its long and close relationship with the juke box industry:

They are an average bunch of relatively small American businessmen—friendly, easy to talk to, eager to learn, ready to

(Continued on page 148)

MOA Executives Prepare Stage For 8th Annual MOA Meeting

CHICAGO, March 19.—George A. Miller, president of Music Operators of America, and a large number of executive members of the association, arrived here today to begin winding up the details of the eighth annual MOA convention.

Heading the agenda of things to do will be to decide what topics should be given how much time, making last minute arrangements with exhibitors, setting up registration booths, preparing a convention bulletin, outlining the annual banquet, and completing other projects which make up the three-day convention program.

Miller said that from the reports received at MOA headquarters in Oakland, operator attendance at this year's event would break all past records.

Record artists continued to offer their support this week, with Hirsh de LaViez, entertainment committee chairman, releasing the following list as confirmed:

Johnny Maddox, the Hilltoppers, Billy Vaughn, Mac Weisman, the Fontane Sisters and Pat Boone, all of Dot Records; Faron Young, of Decca Records; Stuart Hamblen, of Capitol Records; Connee Boswell, George Shaw, Joe Barrett, Janet Brace and Red Foley, all of M-G-M Records; Rosalind Raige and Tommy Mara, of Coral Records; the Billy Williams Quartet, Karen Chandler, and Jack Pleis, all of Label X, and Eddie Fontaine, Frank Lester, Richard Maltby and Russ Arno.

Perry Como, Dorothy Collins and Frank Sinatra are expected to confirm sometime next week.

Editor's Note:

A complete list of exhibitors to be at the MOA convention appears on page 86 in the special MOA section.

JUKE OPERATOR POLL

No End to Artists, Tunes, Expansion

Continued from page 1

-nded-play records used often as a -lling wedge to ease the switch to ime play, the growing use of 45's, ie move to background music, the icreasing use of high-capacity, iulti-selection phonographs, closer ttention to good record programing.

EP Buying Up

Within the past year, operators ive begun stepping up their purhases of EP's. The extent to hich they have is best illustrated y the fact that a year ago EP perator purchases were negligible, id that of operators polled this ar, over 21 per cent answered ey are using them.

While the big use of EP's has een as a selling tool for operator onversion to dime play, the fact at many are used at a nickel incates operators are aware of their lue as play stimulators because their bargain appeal.

Record manufacturers, very uch aware of this trend, are prooting it now with special operar EP packages, and, as anunced in The Billboard last eek, a number of manufacturers ll be on hand at the Music Opators of America convention to troduce special operator EP ckages.

Another major trend—the switch 45's—which began just five years o, has not only equaled the les of 78's in that time but has rpassed them, according to the erator poll. And within the next eral years, it is expected that 's will be used almost exclurely on juke boxes. (Juke box oduction now is virtually 100 per nt on 45's, the only exceptions ing in export.)

Background Music

Background music seems to er the biggest field of expansion the juke box operator, but at same time it is the one development which is undoubtedly the most long-range for the operators as a group. However, a sizable number of operators are already pioneering with taped and wired music, besides juke box background units. A hefty 11 per cent of operators surveyed answered they now have locations which use background music.

Of great significance to the future of the operator and the music industry is the fact that virtually every business location, every retail outlet—supermarkets, drugstores, barbershops, bakeries, banks, clinics—has now become a potential customer for music, besides industrial plants, office buildings and institutions. The expansion possibilities for the music operator is therefore virtually unlimited.

Background music for the operator is still very new. Interestingly, of the operators polled currently using one or more forms of background music equipment, 22 per cent said they added the service within the last six months, and nearly 82 per cent indicated that they have had background music less than two years.

Op Record Buying

The growing influence on operator record-buying habits of one-stops is another interesting trend. In just three years the one-stop has climbed from accounting for 21 per cent of operator buying to this year when operators surveyed reported that almost half or 48 per cent of their record purchases are from one-stops.

Other significant facts turned up by the poll on the juke box operator's record-buying habits are:

That 59 per cent of operators polled are using more rhythm and blues records now than they did last year, over 40 per cent fewer classical and semi-classical music, 26 per cent more country and western and 36 per cent fewer international tunes.

That just 29 per cent of operators polled answered that they add new records to their machines once a week with over 66 per cent adding them every other week, contrasted to last year's results which showed that 40 per cent added new records weekly.

That just over 8 per cent of the operators polled report that they wait for a salesman to call to buy records—instead of buying in person or ordering by mail—compared to over 16 per cent who reported they did last year, indicating that operators, more conscious of the importance of programming, are devoting more time and effort to it.

Juke Operator EP's From 60-80 Cents

Mercury Offers Singles Out of Package; Others Set Up Their Packs as a Unit

• Continued from page 17

from its "Honor Roll of Hits" series, a line of one-time best-selling ditties from the 1926-'45 era. The series was introduced last fall. Operator price for this set will be $13.92, including federal tax, or about 69½ cents per disk.

The second Victor package contains 25 EP's, many of them one-time best sellers and holding entries in the pop, country, polka and mood-music categories. The operator price here will be $17.40. If the disks were purchased individually in hard-cover sleeves the total distributor levy would be $21.50. Artists include Eddie Fisher, Perry Como, Dinah Shore, Mario Lanza, Eddy Arnold and the Henri Rene and Hugo Winterhalter orks, in addition to many others.

In both the Victor packages there will be included five complete sets of title strips, to accommodate operators of wall-box locations as well as single phonographs.

Columbia will offer three operator packs. Each will contain 10 EP's and carry an operator price tag (from distributors) of $7.70, including tax, or 77 cents per record.

One of the Columbia sets will be called "Sing and "Dance" and will hold EP diskings by such artists as Sammy Kaye, Benny Goodman, Rosemary Clooney, Percy Faith, etc. All are taken from the label's "Hall of Fame" series. The second Columbia package will contain sides by Andre Kostelanetz, Morton Gould, Liberace, Mitch Miller and others. Columbia's third EP pack, a country and western set, will include etchings by Gene Autry, Lefty Frizzell, Carl Smith and Marty Robbins.

Regardless of which Columbia EP package operators will purchase, they will become entitled to a free bonus EP coupling juke perennials "Auld Lang Syne" and "Happy Birthday."

Capitol's operator EP sets will consist of 10 disks each. They will sell at $7.60 per set including tax, or 76 cents per record. There will be three in all.

One, tagged "America's Favorite Dance Bands," will hold waxings by Ray Anthony, Billy May, Jackie Gleason, Woody Herman and others. Another, called "Songs of Your Time," will include sides by Nat (King) Cole, Frank Sinatra, Dean Martin, and Les Paul and Mary Ford. The third Capitol entry is the "For Your Listening Pleasure" set, and will hold etchings by Les Baxter, the Art Van Damme Quintet, Bobby Hackett and Gleason. Five complete sets of strips will be included in each package.

Neither Decca nor London have any present plans for introducing special operator EP packages.

YOUTH AID

Jersey Ops Keep Constant Eye on P-R

NEWARK, N. J., March 19.—The Music Guild of New Jersey, an organization composed of virtually all of the State's juke box operators, keeps a constant eye open for opportunities to build better public relations.

So, when a recent article in The Newark News linked "teen-age night clubs" and juke boxes, Sam Waldor, MGNJ president, wrote a letter to the editor, in part as follows:

"We strongly protest that inference and would like to point out that juke boxes provide whole-

(Continued on page 151)

Coin Leaders Air UJA Fete

NEW YORK, March 19.—Coin machine leaders met Friday (18) at the headquarters of the Music Operators of New York to make plans for the industry's United Jewish Appeal dinner, honoring Joe Young, to be held at the Sheraton-Astor Hotel June 15.

Albert W. (Senator) Bodking was named chairman of the 50-man executive committee, each man of whom is pledged to raise $500 for UJA. Members are Theodore Blatt, Frank Brebenny, Sam Bushnell, James Cagiano, Joseph O. Connors, Abe Green, Milton Green, Lou Hirsch, Irving Holzman, Morris Kahn, Murray Kaye, Marcus Klein, Harry Koeppel, Max Klein, Carl Pavesi, Seymour Pollak, Sam Kresberg, Abe Lipsky, W. D. Little-

(Continued on page 154)

Haun Designs Title Service to Cut Juke's Risk

• Continued from page 17

country and western, and three rhythm and blues. The operator can be supplied with as many cards for each record as he finds necessary.

When the operator receives his weekly Pic-Strips, he will receive in the same package a special order form enabling him to order—at no extra cost—title strips for disks of the operator's choice. He will receive these the following week.

Cradual Conversion

Dal Haun figures that he will be able to convert his present subscribers to the new Pic-Strip service gradually, owing to the attractive features implicit in the new strip—such as eye-appeal, lessening of operator risk and the securing of bits at the proper time.

Haun already has more than 1,000,000 cards in stock. These cover not only major labels, but more than 100 indie labels.

HIT PARADE EXTRA

Disk Title Strips Sport Artist's Pic

PITTSBURCH, March 19.—America's juke box players will soon be seeing the familiar faces of their favorite record artists staring at them from juke box selector panels.

Star Title Strip Company, Inc., here has devised a new colored title strip with a head shot of the record artist covering about one-third of the card space, on the left-hand side. The card is outlined in red, the picture and printing in black and white.

The section of the card next to the picture contains the artist's name centered between the titles of the tunes, and the name of the record company releasing the record appears at the bottom.

The new type title strips, called Pic-Strips, will be unveiled to music operators at the Music Operators of America convention at the Morrison Hotel, Chicago, March 28-30.

It is understood that strips for all records will not be available in the new design. Manufacturing costs will limit Pic-Strips production to labels for the new tunes that stand a better-than-average chance of landing among the nation's top tunes.

While juke box title strips have been issued in color, the idea of carrying pictures of recording artists on the strips has never before been tried.

When colored strips were first introduced on the nation's juke boxes, it was argued by some members of the industry that they jeopardized the earning power and appearance of phonographs, and that their use ought to be stopped for the good of the music industry. However, colored title strips gained ground rapidly and are now generally considered the more preferred of the two.

ZARK JUBILEE O SALUTE MOA

SPRINCFIELD, Mo., March 19.—Dedicated to the uke box operators of America, he entire program of Red Foley's March 26 ABC coast o coast TV show, "Ozark ubilee," will salute the Music Operators of America convention.

The show will spotlight the new Seeburg phonograph, furnished for the program by Obermiller Bros.' Amusement Company, Columbia, Mo.

End 70-Year Habit; Methods Used to Bow 10c Play Run Gamut

Music Operators Eliminate Opposition To Conversions Via Public Relations

By JIM WICKMAN

CHICAGO, March 19.—Whether accomplished via a planned advertising program or a sudden unannounced conversion, the result is always the same: Dime play increases gross juke box collections.

And with operating and overhead costs steadily climbing, music operators have been forced to turn to 10-cent play as a means of meeting costs.

Editor's Note: This is the second in a series of three articles dealing with the rise of dime play on the nation's juke boxes and the various methods used by music operators to eliminate opposition to 10-cent play conversions. The series is based upon reports received from music operators thruout the country.

Approximately 35 per cent of the country's music operators have some of their equipment converted to dime play, and each has gone about introducing the change via a different method.

No two people react to a price increase in the same manner, especially when the increase is on something that has been price-stable for nearly 70 years.

Thus the juke box operator has had his work cut out for him. He has not only to convince location owners that dime play is necessary, but also the public, whose nickels and dimes play the records on his machines.

In most cases, location owners needed only to be convinced that dime play meant more money for them. The public, however, was not so easily swung over. The one bright spot in an operator's plans for dime conversions is the fact that the public has been accustomed to price increases.

The methods used to condition the public for dime play thus far literally ran the gamut. Operators gently broke the 10-cent conversion news with spot commercials on radio and television, advertisements in newspapers, posters and placards in locations and by introducing EP's on their phonographs.

Typical, was the effective newspaper advertisement which the Music Machine Operators of Richmond ran last January in the Richmond News Leader. The headline of the ad read: "We Held Out as Long as We Could."

The ad explained that Music Operators were fighting a losing battle, pointing out that the cost of

(Continued on page 153)

Trade Group Fulfills Common Needs on Coast

By SAM ABBOTT

LOS ANGELES, March 19.—A trade association answers a need for juke box operators.

That has been the experience of Los Angeles operators who, after six attempts at forming an effective organization over a number of years, finally found their answer in becoming the Los Angeles division of the California Music Merchants' Association.

That operators do need trade associations and that they will work hard to get an effective one was illustrated by the Los Angeles operators.

They were convinced that only a trade association would afford them the opportunity to discuss common problems, a means of helping them with a vital phase of their business, public relations; a means of being able to effectively fight unfair taxation or legislation.

Need Filled

Los Angeles operators feel their need has been answered in their affiliation with CMMA, that it has increased the stature of the local industry and has afforded better operator-location relations.

Al Cohn, Trico Music, summed up the member's feeling:

"It is something that we need. The fact that the operators joined other associations which did not work shows the desire of the group to work together. I believe this is my third association membership. We needed a good one and now we have it."

Membership and attendance is proof that the association has been successful. Already owners of nearly 70 per cent of the juke boxes in Los Angeles County are presented and the monthly meetings are attended by more than two-thirds of the membership.

Reason for Success

What is the reason for this success? The answer could be chiefly summed up in the organization of CMMA, headed by George A. Miller, also president of the Music Operators of America.

Before Los Angeles operators invited Miller to include Los Angeles in CMMA, a trade group and an independent union operated here. In addition a third group called Co-Operative Music Operators was in existence. There were no bylaws, officers or dues. At each session operators paid for

(Continued on page 151)

EDITORIAL

Key Issue at MOA Meet: Copyright Legislation

• Continued from page 147

expand their investments if they can see a possible expansion of profits.

Like other businessmen, they are concerned about increasing costs, gripe about low profits, wish they could afford more new equipment to draw more customers.

The Kilgore bill? They believe it will leave them completely helpless to uncontrollable interests in costs and a sharply reduced value of their investment.

PERFORMANCE FEES

Performance fees? Operators don't understand all there is to know about the privileges of copyright (and neither do a whale of a lot of other people, including the members of The Billboard's staff). They are paying a fee which the law says is a "mechanical fee." Is there a difference? Operators don't want something that has a value for nothing. But what is the value of a song to an operator and how should that value be paid?

The Billboard's position is this: We believe the annual fight in the chambers of Congress is costing both sides of the controversy a lot of money—money that could and should be invested in building the music and juke box businesses and raising their standards.

We believe that the growing bitterness of the battle is building an almost incurable breach between two vital segments of the business that is smothering growth and stifling further profits for everyone involved in it: Songwriters, juke box manufacturers, juke box operators, record manufacturers, recording artists, publishers.

And we believe that a fact-finding commission, operating without bias and free of the pressures of the opposing factions as well as Congress, could get to the complicated economic facts of the controversy.

NEED ECONOMIC FACTS

The facts we need then are the economic facts of the music industry, for we are certain that if a juke box operator knew he would pay for music in direct proportion to that music's worth to him, the difference between the juke box business and the songwriters and publishers would be quickly resolved.

What are the alternatives? Keep fighting to maintain the present law? This isn't the answer. It just doesn't seem right to deny a fellow that owns something or creates something the privilege of trying to see if it is worth money. Furthermore, even the most bitter juke box operator blushes at a law which implies he is not furnishing music for profit.

Support bills like the Kilgore bill which simply removes the present exemption? This is not the answer either. Congress has never thought so in the past. Why? Because even tho the present law is seemingly unfair to one group of people (in this case songwriters and publishers) to remove the exemption might very well be even more unfair to an even larger group of people (on this hand juke box operators).

SAFEGUARDS

A juke box has to have music. Not just any music, but currently popular music. There are only two sources that control 99 per cent of that kind of music . . . ASCAP (American Society of Composers, Authors and Publishers) and BMI (Broadcast Music, Inc.). Is it fair to expose the juke box operator to what is in principle a virtual monopoly without spelling out guaranteed safeguards?

Obviously neither of these two alternatives holds the answer. In fact they are further arguments for fact finding. We feel Congress can best serve the interests of both groups and the public as well to empower the President to appoint a fact-finding commission. Meanwhile, it should reject both the Kilgore and the Thompson exemption removal bills.

Only thru a fact-finding commission is it possible to approach the solution to the controversy and end the bitter fighting between two vital segments of the music business.

See Eastern Coast At 10c Play by '56

Westchester Ops Set Pace With 75% Conversion Rate; New York Makes Bid

By AARON STERNFIELD

NEW YORK, March 19.—Eastern seaboard music operators are no longer considering what will happen if 10-cent juke box play is adopted—their discussions now center primarily around how long it will be before nickel play is the exception.

Westchester County, a northern suburban area of New York, seems to be setting the pace in dime-play conversion, with an estimated 75 per cent of juke boxes in the area operating on 10 cents.

During the last month 10-cent activity in New York has begun, altho not much more than 10 per cent of the machines are on a dime basis. Philadelphia and Baltimore operators are also beginning the conversion process, altho play there is still predominently 5 cents.

Other Areas

Only a handful of locations in the Boston area have been converted, but New England operators are in the process of launching a 10-cent play drive. New Jersey operators have been experimenting with a dime minimum (tho still at the rate of 5 cents a record) for two years, but they have adopted a positive attitude toward the straight dime.

According to Malcolm Wein, counsel of the Westchester Operators' Guild, collections have increased from 30 to 100 per cent on those locations which have converted, with the average increase about 40 per cent.

EP Disks

As in most other areas, Westchester operators have been putting from 20 to 25 per cent EP records in converted boxes. Thus, music patrons can still get two tunes for a dime, or if they prefer they may play singles at one play for a dime.

The conversion movement started about four months ago, with some communities in the county—Port Chester, White Plains and Mount Vernon—almost wholly on dime play.

Operators going over to dime play were surprised to discover that revenue did not, for the most part, fall off initially when they went to 10 cents. A few scattered locations had slight decreases for a week or 10 days, but then takes soared ahead of previous totals.

Poorer Stops

Another surprise was that middle-class bars and stops in neighborhood taverns took to the dime as readily as did "class" locations. Many operators are holding off on converting teen-age locations, but there aren't too many of those in the area.

In virtually all locations where conversions are effected, equipment is upgraded. Operators work on the principle that each new

(Continued on page 153)

Omaha Ops Gear for 10c Move April 1

OMAHA, March 19.—Music operators here were preparing this week for their scheduled city-wide switch to dime play April 1.

Howard N. Ellis, secretary-treasurer of the Nebraska Automatic Phonograph Operators' Association, reported that plans for local advertising programs to announce the conversion were under way and would be ready to roll before the end of the month.

The final details of the conversion plans were arranged at an association meeting last Saturday in the Hill Hotel.

FROM JUKE BILL FRONT

3 Federal Groups To Draft Reports

• Continued from page 18

to Representative Thompson yet as to whether he will call for views of the various federal agencies on the Thompson fact-finding bill.

Signs continue to point to the likelihood that deliberations on copyright legislation will take place first on the Senate side where only the Kilgore bill is under consideration. Indications are that the Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks, headed by Sen. Joseph P. O'Mahoney (D., Wyo.), will stage a hearing on the Kilgore bill.

Interest in the copyright revision legislation is mounting to a high point on Capitol Hill, as evidenced by a heavy volume of letters, telegrams and post cards on the subject from various parts of the nation.

500 Communications

Nearly 500 communications expressing interest in the legislation have been received on Capitol Hill, according to a Senate Judiciary Committee spokesman. Four-fifths of the communications are in opposition to the Kilgore bill. Practically all of the opponents have voiced a request for hearings the Kilgore bill. Operators of c operated machines and many their employees have deluged Hill with mail. According to Senate Judiciary Committee spo man, "a majority" of the c munications in opposition to bill are "worded uniformly."

The Senate Judiciary Commi spokesman estimated that a 120 communications have been ceived in support of the Kilgore These have come from indivi composers, widows of compo music publishers and others, n of whom identified themselve members of the American Soc of Composers, Authors and lishers, which for years has sp headed legislation to end the box exemption.

All of the communications ceived on the Senate side dealt solely with the Kilgore On the House side, there has a trickle of correspondence, tically all of it dealing with Thompson fact-finding bill Billboard, March 5, 12, 19).

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The Machine of Tomorrow TODAY!
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"THE BIGGEST SHOW EVER"
Morrison Hotel
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to the
MOA CONVENTION

Eppy Launches House Organ For Bulk Ops

NEW YORK, March 19.—Samuel Eppy & Company, Inc., this week launched a weekly mailing program of tips to bulk operators. It consists of a post-card format house organ, entitled Common Sense.

The latest Eppy charm is a mustard seed pendant, designed primarily for adult trade. The idea origin is Biblical and was suggested by an incident related by Norman Vincent Peale in "Power of Positive Thinking."

Eppy has turned out a new charm a week for the last 10 weeks and is currently working on 15 new items for the July convention of the National Association of Bulk Venders in Chicago.

New Series

The firm is also working on a series of 56 gold-vacuum plated charms, jumbo size, and designed exclusively for capsule sales. The charms will come with key chains or 5-cent vends.

Eppy said some of the new charms will come with hooks so they may be worn as clothing ornaments. He added that the firm will send out a regular mailing of stickers for point-of-purchase stimulants. These stickers will bear messages like "Are You a Charm Lover?" and "Trade and Swap" on the vending machines.

TINY CIG UNIT IN PRODUCTION

BEDFORD HEIGHTS, O., March 19.—A cigarette vender that will probably never go on location is currently being manufactured by Lester Products, Inc., here. The unit has a capacity of nearly 40—cigarettes, not packs—and doles them out one at a time upon insertion of a coin. It comes in two models, regular and oversize—the larger one is a foot tall and eight inches in diameter. The machine loads from the rear. The coin acceptance chute is extremely non-selective—it will accept anything from a penny to a quarter.

Tenco Names P. S. Arnsten Eastern Mgr.

LINDEN, N. J., March 19.—Percy S. Arnsten this week was named Eastern regional manager for Tenco, Inc., David H. Hampton, director of vending sales, announced.

He will be in charge of vending coffee sales in New England, New York, New Jersey, Pennsylvania, Ohio, West Virginia, Virginia, Maryland, Deleware and the District of Columbia.

Arnsten has been on the Tenco sales force since 1952. Prior to that he was president of the Da Costa Corporation, manufacturer of a coffee concentrate for the vending, food, candy and ice cream fields. He makes his home in Springfield, N. J.

Federal Adds Fig, Jelly Bars to Line

CLIFTON, N. J., March 19.—Dutch Maid Fig Bars and Dutch Maid Jelly Bars have been added to the roster of vending products of the Federal Sweets & Biscuit Company here.

N. Y. Inventor Applies for Patent On Paper Currency Coin Changer

NEW YORK, March 19.—A patent is currently pending on a coin-changing device which will accept paper money and give silver in exchange. The unit can be incorporated into a vending machine, giving the proper change, or it can stand alone as a coin changer.

The youthful inventor is Jack Peterson, a former cadet at the United States Military Academy and an electrical engineering student at Columbia University. Professor Lambert, of the Columbia engineering school, aided Peterson in the development of the device.

Peterson began working on the paper currency changer last year while he was manager of the Columbia University automatic feeding set-up operated by Beverage Bar.

Time Wasted

The equipment consisted of a five-unit Auto-Snak and four other separate venders. A good portion of Peterson's time was taken up in making change for the students. Peterson figured there must be a better way to do it, and, with assistance from Professor Lambert, began work on a paper currency changer. Peterson utilized a photo-electric principle for currency acceptance or rejection, and Lambert designed the circuit system.

With about $35 worth of materials, a hand model was built. The unit has a red light and a green light. When a spurious bill was inserted, the red light would go on. When a genuine bill was deposited, the green light went on.

Few Details

Peterson will not divulge the working principles of the device until the patent is actually granted. He explained, tho, that the composition, thickness and inks on bona fide currency figure into the calculations.

The first hand model was about 1 foot by 1.5 feet by 2.5 feet and weighed about 30 pounds. Peterson estimated that the materials cost for a production model should be under $75. The first hand model did not have a cabinet and had few refinements.

While the unit is designed to stand alone, Peterson said it could also be incorporated into the cabinet of most standard venders and give the required change. He added that the unit can be set to accept any denomination bill, but the change would be all in silver.

Peterson's next step will be to work out financial arrangements with a manufacturer for the building of a pilot model to be location tested and for eventual production.

DuGrenier to Bow New Units at NATD

Sandwich and Pastry Venders Added To Line; Cig, Candy Machines Ready

HAVERHILL, Mass., March 19.—Four new venders — cigarettes, candy, sandwich and pastry units—will be exhibited by Arthur H. DuGrenier, Inc., March 27-31 at the annual convention of the National Association of Tobacco Distributors in Chicago.

Two of them, the cigarette and candy machines, are improved versions of venders the firm is currently manufacturing. The sandwich and pastry machines are being made by the firm for the first time. Prices will be announced at the convention.

The Sandwichmart is a four-column unit which stands 61 inches high, 29 inches wide and 13¾ inches deep. There is no set capacity, and the shelves are adjustable, and the capacity will vary with the size of the product.

Same Dimensions

The Pastrymat has the same dimensions, and like the sandwich vender, has adjustable shelves. The eight-column Candymart, too, has the same dimensions and a capacity of 176 bars.

The new Smokemaster will come in nine and 12-column versions, with dimensions the same as the other machines. Additional details will be announced at the convention.

In addition to the standard and grain finishes the firm has made available in the past five new cabinet colors have been added. They are coppertone, bronze, gold, coral and metallic green. The firm is currently in production on all models, with first shipments scheduled in early April.

DuGrenier Delegation

The DuGrenier delegation at NATD will include Frank C. DuGrenier, president; Richard E. Gibbs, sales manager, and Frank DuGrenier Jr., Frank Perri and

(Continued on page 152)

Philip Morris to Bow Ad Plans At NATD Show

NEW YORK, March 19.—New advertising and merchandising plans of Philip Morris & Company, Ltd., Inc., will be made public for the first time at the National Association of Tobacco Distributors convention at the Conrad Hilton Hotel, Chicago, Sunday thru Thursday (27-31).

The new advertising program will be based on the "Young America" theme. The PM booth will feature the new Marlboro and its crush-proof box, PM kings and regulars in snap-open packs, and regular and king-size Parliaments.

Radio and television personalities sponsored by the firm will also be featured in the 400-square-foot booth. The firm will sponsor a Young Executive Champagne Dinner Sunday (27) and a New England luncheon for the women the next day. The luncheon will include a fashion show and a new car exhibition.

Executive Roster

PM executives slated to make the trip from New York include Alfred E. Lyon, board chairman;

(Continued on page 152)

Capitol Set on Balloon Vender

NEW YORK, March 19.—Capitol Projectors this week went into full production of its Balloon-O-Mat vender, with a schedule of 100 a week set, according to Sam Goldsmith, Capitol executive.

Coldsmith said that 100 units are now on location from New York to Denver. Capitol is currently organizing a distributor set-up based on territorial franchises.

Goldsmith, with Leo Williams and Al Blendow, will attend the NATD and MOA shows in Chicago next week in an attempt to line up distributors.

The vender, with a capacity of 600, lists for $395. Goldsmith said the coin mechanism on the production model has been improved.

Drink Canners Set Standards

NEW YORK, March 19.—The recently organized Soft Drink Canners' Association this week announced a set of standards for cans of carbonated beverages. According to Walter S. Mack, SDCA president and head of the Cantrell & Cochrane Corporation, they are:

1. All flavors should conform to regular taste and should have the following standard of brix (solids per gallon): Root beer and orange, 11.5-13; grape, 11.8-13; cola, 10-11.3; ginger ale, 9-11; lemon lime, 9.5-11, and black cherry, 11-13.

2. The following carbonation standards shall be observed: Root beer, 3-3.5 volumes; orange, 1-2.5 volumes; grape, 1.5-3.5 volumes; cola, 3.3-3.8 volumes; ginger ale, 3-3.75; lemon and lime, 3.3-4; black cherry, 3-3.8, and club soda, ...

3. The can—either flat top or cone top—must be guaranteed by a recognized can manufacturer as follows: To hold the carbonated pressure of a minimum of 150 pounds per square inch (the same as accepted by bottle manufacturers), to have suitable linings so the contents will be isolated from the container, and to have a shelf-life of not less than four months.

According to Mack, the canned drink industry expects to hit an annual sales volume of $600,000,000 within the next few years.

Meeks to Sell Ops Pencil, Paper Units

NEW YORK, March 19.—Hal R. Meeks Associates, operator and manufacturer of pencil and note-book paper venders, has launched a sales campaign to market its equipment to diversified vending operators. For the last two years the Meeks organization had made venders primarily for its own operation.

Meeks, a 30-year veteran of the coin machine industry, came to New York in 1926 as a representative of the old Mills Novelty Company. He is still with the firm—now Mills Industries—as a gum machine representative here.

While Meeks was happy with the Mills set-up, and still is, a couple of years ago he wanted something that he could control himself. Frank Guffin, a fellow Texan from Austin, had been making a wooden loose-leaf paper vender in early 1953. Meeks had the unit made in a metal cabinet and began lining up school locations with a direct mail campaign.

Popular Demand

By the end of the year, Meeks had more than 100 locations, mostly elementary and high schools. During the course of the year, several locations asked Meeks

(Continued on page 151)

Guggenheim Bows Police Whistle and Electric Shaver

NEW YORK, March 19.—Bob Guggenheim, head of Karl Guggenheim, Inc., announced this week that the local charm firm is currently in production on a police whistle which may be used in capsule vending or as a straight bulk item.

The whistle comes either with or without a chain and in seven different color combinations. Immediate deliveries are scheduled. Also in production is an electric shaver, a miniature of a popular standard brand.

Guggenheim said that while supermarkets and large chains have been holding up well as capsule charm locations, the regular bulk units seem to be doing better on the relatively low-traffic neighborhood stores.

N. Y. Bulk Venders Mull Recent Charm Decision

NEW YORK, March 19.—Members of the New York Bulk Venders' Association, at their Wednesday (16) meeting at the Central Annex, evaluated the recent decision of the Court of Special Session in regard to the all-charm vender. The ruling, in effect, is that the vender is not in violation of city law.

Feeling is that the decision, handed down by Judge Edward Thompson, will form the basis of the city's attitude toward all-charm ...

Originally, there were nine cases in Bronx Magistrate's Court involving the legality of the all-charm unit. Only one was tried, the outcome of the others pending on the decision of the first. Tho the first case was lost, the reversing decison of the Special Sessions court is expected to result in the dropping of charges in the other eight cases.

No Appeal Seen

The other cases were postponed until Friday (18). Indications from the district attorney's office are that no appeal will be made on the Thompson ruling and that no fur-

(Continued on page 152)

Built-In Outside Venders Increase in Denmark

COPENHAGEN, Denmark, March 19.—The idea of imbedding vending machines in outside walls of entrances to grocery and other stores is expanding and spreading into other fields.

The Irma Chain of self-service grocery stores—packaged items only—started the idea a little more than a year ago by installing single units—12 compartments—of standard Wittenborg venders into the walls of entrances to its newly built or modernized stores. Evidently the idea has been found practical, as in a large store opened by this firm early in March, a battery of three units has been built into one wall of the entrance. These machines are used for dispensing packaged coffee.

The idea is spreading to other firms, as within a few blocks of the new Irma outlet there is a unit of a chain of retail sandwich stores which has a four-unit Wittenborg vender built into the entrance wall and a small grocery store that has a small chocolate bar type of vender — no compartments — built into the front wall for dispensing coffee.

Nothing but the operating units are necessary, which eliminates the cost of a heavy cabinet on rollers. Also this method offers protection from weather and tampering. No doubt a special type of machine can be developed which will be even less costly and offer more security, at least for the type of product these machines are being used for at present—uniform packages of small size.

CIGARETTE, CANDY and DRINK MACHINES!

ROWE CIGARETTE VENDORS

Imperial, 8 Cols., 160 Cap.	$ 85.00
Imperial, 8 Cols., 240 Cap.	90.00
President, 8 Cols., 320 Cap.	130.00
Crusader, 8 Cols., 380 Cap.	145.00
DuGRENIER CHAMPION, 9-11 COLS., 430 CAP.	100.00

UNEEDA CIGARETTE VENDORS

Model E, 8 Cols., 160 Cap.	$ 75.00
Model E, 8 Cols., 240 Cap.	92.50
Model 500, 9 Cols., 358 Cap.	100.00

ROWE CANDY MERCHANT with changemaker 7 Cols., 158 Cap., $165.00

CANDY MACHINES

U-Select-It, 74 Cap., Wall Model ... $ 52.50

Stoner Candy, Pre-war, 160 Cap. . 125.00

National Model 918, 162 Cap. .. 115.00

EXTRA SPECIAL! ROWE DIPLOMAT ELECTRIC 8 Cols., 340 Cap. $135.00

WE ARE DISTRIBUTORS FOR ICE CREAM—SODA—COFFEE MACHINES, BOTH NEW & RECONDITIONED WRITE FOR INFORMATION

All Equipment Unconditionally Guaranteed. Trade Prices 1/3 Deposit, Balance C.O.D.

Uneeda VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"

250 Moderale Street • Brooklyn 6, N. Y. • MEghmann 3-6295

MERCHANDISING TIPS

Film Details How To Vend More Candy

CHICAGO, March 19.—Planned merchandising can increase vended candy sales, but to do a proper job an operator must know his products thoroly and his customers just as thoroly.

This is the subject of an industry training movie called "Sell More Candy" put together by Vend-Film, Inc.

To give the candy vender a "sales voice"—to merchandise its product—the movie outlines three principles for the operator to follow:

1. Offer the customer maximum variety of candy types.
2. Change at least one type of candy in every machine every week or more often.
3. Change candy brands frequently—at least two brands a week per machine.

This arouses customer interest in what's new in the vender, brings him back and advertises that fresh merchandise is constantly available.

One test of good merchandising is to produce near-uniform sales of all products in a machine. If sales vary to a marked degree between columns, the customer is not being offered what he wants.

Chocolate, the movie explains, is such an outstanding seller that often a single column is not enough. But when offering a second column, two different varieties and two different brands of chocolate bars should be used.

An important merchandising point stressed: All good retail stores offer both standard advertised products and high quality items, and that both types are necessary too, in a vender to rouse customer interest.

Another important merchandising rule: Columns to the right of the machine sell most merchandise. Thus, chocolate, being a high-demanded item, should be placed in left columns.

All variety, seasonal and high-profit brands should be placed in the right-hand columns. These attract initial customer attention. Candy sells better when customers are able to read the brand labels—candies should be displayed with labels reading from top to bottom.

In venders where both dime and nickel bars are vended (and 97 per cent of all operators using dime items sell both from the same machine, according to the 1955 Pulse of the Industry, published by Vend, magazine of automatic merchandising) 10-cent items should go in right-hand columns.

The film points out that penny bulk machines, vending peanuts and gum, offer the operator a plus-profit placed alongside candy venders.

COME

"THE BIGGEST SHOW EVER"

Morrison Hotel Chicago Mar. 28-29-30

to the

MOA CONVENTION

Hershey Sales Up, But Earnings Dip

NEW YORK, March 19.—The 1954 sales rose more than $9,000,000 over the previous year, net income was down nearly $3,000,000 for the Hershey Chocolate Corporation in the same period. P. A. Staples, chairman and president, attributed the decreased earnings to the increased cost of cocoa beans.

Net income in 1954 was $7,090,707, equal to $2.75 a common share, compared with $9,908,547 or $3.92 a common share the prior year.

BULK VENDORS, ATTENTION!

Due to the High Price of Nuts, We Offer for Sale . . .

Boston Baked Beans, 30 lb. ctn.	28¢ lb.
Rainbow P-Nuts, 30 lb. ctn.	28¢ lb.
Bridge Mix, 30 lb. ctn.	28¢ lb.
Licorice Lozenges, 25 lb. ctn.	28¢ lb.
Baby Chicks, 30 lb. ctn.	37¢ lb.
Virginia Splits, 30 lb. ctn.	36¢ lb.
Mixed Nuts, 30 lb. ctn.	52¢ lb.
Cashew Nuts, 30 lb. ctn.	55¢ lb.
Teeny Beans, 33 lb. ctn.	28¢ lb.
Hershey-etts, 25 lb. ctn.	52¢ lb.
M & M's, 25 lb. ctn.	56¢ lb.
Almonds, 5 lb. can	90¢ lb.

BULK VENDORS

Silver King, 1¢ or 5¢	$ 8.50
Silver King Hot Nut, 5¢	12.50
Victor Model V, 1¢, Globe	5.00
Victor Model V, 1¢, Cabinet	8.50
Columbus Tri-More, 3 Comp.	17.50
Cadillac Jr., 5¢	6.95
DuGrenier Adams 4 Col., 1¢	17.50
Mills Adams 6 Col., 1¢	17.50
Pop Corn Sez Machines	55.00
B. K. Hunter or Penny Back	10.00

GET ON OUR MAILING LIST. MANY MORE SPECIALS TO FOLLOW.

WRITE FOR CATALOG OF NEW AND USED VENDORS & SPECIAL LIST NO. 10 OF MERCHANDISE, SUPPLIES, CHARMS AND ACCESSORIES.

1/3 Deposit, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE

609-A Spring Garden Street Philadelphia 23, Pa. LOmbard 3-2676

AT BIG SAVINGS

BALL and VENDING GUMS

LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct.	25¢ lb.
Chicle Ball Gum, 130 ct.	54¢ lb.
Clor-o-Vend Ball Gum	40¢ lb.
Clor-o-Vend Chicks, 320 ct.	40¢ lb.
Chicle Chicks, 320 & 520 ct.	36¢ lb.
Bubble Chicks, 320 & 520 ct.	50¢ lb.
Tab (short stick), 100 ct.	58¢ box
5-Stick Gum 100 packs	$1.90

F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODU[illegible]

4th & Mt. Pleasant Newark

VICTOR SAVES YOU $$$

and time by automatically sealing [illegible]sules. Also gives you better m[illegible] your dollar. Your Victor dist. is [illegible] command. World's largest manufa[illegible] of capsules, charms and bulk ve[illegible]

VICTOR VENDING CORP., Chicago

Ready for Immediate Delivery

THE BIGGEST MONEY MAKING BULK VENDOR IN THE WORLD

THE OAK "400" CAPSULE VENDOR

Fool-proof, action activated, guaranteed to be the biggest profit maker in the capsule field. Designed to captivate attention, engineered to be absolutely trouble-free. Instantly convertible for tab or bulk vending.

EASY TO FILL: 400 CAPACITY
WEIGHT: 7 LBS. HEIGHT: 17" WIDTH: 8"

oak manufacturing co., inc. 11421 knightsbridge ave. culver city, calif.

Eastern Office • National Sales Hdqtrs.
PENNY KING COMPANY
2538 Mission Street • Pittsburgh 3, Penn.

Western Sales Offices
OPERATORS VENDING MACHINE SUPPLY
3023 Grand Avenue • Los Angeles, Calif.

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

IT PAYS TO WORK FAST!

And the **ALL NEW MODEL 11 AUTO-PHOTO STUDIO** is the fastest automatic photographic device ever made...

4 miniature portraits every 30 seconds.

You better move fast... get your order in now to assure early delivery.

Be sure to stop in and visit with us during the M.O.A. Convention in Booth 31, Morrison Hotel, March 28th to 30th

See your Auto-Photo Distributor or write, wire or phone

AUTO-PHOTO CO., INC.
1452 So. SAN PEDRO • LOS ANGELES 15, CALIFORNIA

Phone Richmond 7-7591

VEND COIN BOX 'SPOTS' THIEF

LOS ANGELES, March 19.—A vending machine coin box thief was caught "red-handed" here after a series of baffling raids on the milk dispensing machine in an East Downey school.

When one raid after another went unsolved, Robert C. Peter, school principal, put a dash of silver nitrate into the coin box and asked his gym teacher to watch for purplish spots.

A 15-year-old boy student showed up with the spots and was turned over to sheriff's detectives. He was booked on burglary charges.

Tele-Trip Extends Policy Coverage

NEW YORK, March 19.—The Tele-Trip Policy Company, Inc., operator of insurance vending machines in 90 American and foreign airports, announced that its policies will soon be made available to passengers on helicopters, jet and turbo-prop aircraft on the scheduled airlines.

Scheduled helicopter service is now available here and in Europe, while turbo-prop and jet planes will soon be operated by the major airlines.

Nat'l Distribution For Krazy Korn

OAKLAND, Calif., March 19.—National distribution thru vending machines, stores and theaters is planned by Granny Goose Foods here for its Krazy Korn food product.

The snack item consists of toasted kernels of imported corn four times the size of domestic corn with a nutty flavor.

Prior to the expanded distribution project, the item was available thruout 10 Western States, Hawaii and Alaska.

Trade Group

• Continued from page 148

their dinner. But Co-Operative Music, just a social club actually, grew because it did answer the need for operators meeting together to discuss common problems.

Members of the two groups formed the nucleus of the present association. They had met informally and were without officers for about 18 months before switching to the State group. A number of them are now serving as officers and on the board of directors of the Los Angeles division: Walter Hempel, president; Ben Korte, vice-president. The other officials, some of whom were also in the Co-Operative group, are Irma Bryant, secretary; Gabe Orland, treasurer; Sam Ricklin, sergeant at arms, and Pete Pellegrino, chairman of the board.

One of the first moves Miller made after Los Angeles joined CMMA was to name a full-time business manager. Ben Chemers, a former Chicago operator, was named. A large share of the credit for the Los Angeles group's success in recruiting members belongs to Chemers.

And the Los Angeles division of the CMMA has big plans for the future—plans for growing even bigger because its members have learned the value of association membership.

C O M E
"THE BIGGEST SHO., EVER"
Morrison Hotel
Chicago
Mar. 28-29-30
to the
MOA CONVENTION

Pencil and Paper Vender

• Continued from page 149

why the firm didn't have a pencil vender to go with the paper unit.

So Meeks hired a designer and had him make a pencil vender. Then he had the Durham Manufacturing Company, Durham, Conn., make the machine for him under contract.

He also entered into a working agreement with the Linton Pencil Company, Lewisberg, Tenn. It works like this: The school, ordering thru Meeks, pays $5 a gross for pencils. The pencils are vended at 5 cents each, leaving a profit of $2.20 a gross for the location. The cost to the operator is $2.85 a gross, leaving him a net of $2.15 a gross.

500 Units

Meeks figures locations do a minimum of 15 gross a year, leaving a profit of about $32. He currently has more than 500 units operating in 33 States.

Pencils ordered by the schools come with school name and school colors at no extra cost. The vender itself is 13 inches high, 18 inches wide and 5.5 inches deep. Weight is seven pounds and cabinet is green hammertone finish. Capacity is 300 pencils.

Meeks, of course, can't service on locations scattered thruout the nation. If a unit is out of order, it is compact and light enough to be mailed to the New York headquarters. A new vender is mailed the locations, and the old one is repaired in New York.

Low Enrollments

When Meeks first started the operation, he bought school lists and began mailing them indiscriminately. While he got good results, he soon discovered that many of the inquiries came from schools whose enrollments were too low to warrant installations.

Thus he found his mailing costs too high and the number of poor locations too great. Now he insists that a school have a minimum of 250-300 students before it be put on the mailing list. One exception is a school with an enrollment of 96, which for some unexplained reason is a good location.

Generally, small-town and rural areas are the easiest locations to get, while metropolitan areas and heavily populated States like New Jersey and Connecticut are the toughest.

Michigan Best

The reason is that pencils and paper are provided by the school systems in large cities and in certain States. Also the presence of a school bookstore hurts business. Michigan is the best State for sales, and the Midwest and South are generally good areas.

Meeks' best stop is the Brooklyn Public Library, one of the few which is not on the premises of a public school. The pencils—No. 2 bonded—come either sharpened or unsharpened, altho virtually every school takes them with points.

To date only 15 outside operators have Meeks pencil routes, with 13 in the South and two in the Pacific Northwest. Township or country schools are considered the best locations because it is usually a long way to the nearest bookstores.

One Chore Less

Teachers usually welcome the pencil and paper venders as it relieves them of selling chores. Commissions invariably go to student funds, band trips or special activities.

The paper vender, slightly larger and heavier than the pencil vender, holds 288 loose-leaf notebook fills. The location pays $10.80 a gross and nets $3.60 on a 10-cent vend. Profit to the operator is also $3.60 a gross.

The pencil vender sells to operators for $22.50 and the paper vender for $29.50, both on orders of 50 or more. Meeks is currently running a direct mail campaign to vending operators and plans to follow it up with trade paper advertising.

Opening Wedge

Meeks feels the paper and pencil units may be used by full-line operators as wedges to get in school locations and pave the way for other equipment. With 150,000 school locations in the nation, he feels this type installation has scarcely been developed.

Vandalism, of course, is always a problem in school locations. On one location, Meeks reported that one machine had been robbed four times in a short period, and the last time it was tossed down a flight of stairs and smashed to smithereens.

The teacher, however, reported that the situation was well in hand. The culprit had been apprehended and was continuing his education in an institution which had somewhat higher discipline requirements.

Youth Aid

• Continued from page 147

some entertainment, and . . . the juke box permits the player to choose the music he wants to hear.

"The Music Guild of New Jersey, trade organization for the State's juke box operators, has donated juke boxes to the PAL Boys' Club, VA and other socially constructive organizations and groups.

"Members of the Music Guild of New Jersey, many of whom are parents of teen-agers, screen all records before programming them. No records with salacious or suggestive lyrics are placed in juke boxes.

"A check of PAL or other organizations will show that the juke box has aided their work. Groups that cannot afford to hire name bands or vocalists for their dances may still enjoy the best popular music played via the juke box. The juke box creates a pleasant atmosphere and keeps youngsters off the streets by providing selective entertainment.

"The Music Guild of New Jersey constantly receives requests for juke boxes from charitable organizations and other groups that offer social supervision and guidance. If anything, the juke box in an ice cream parlor encourages good behavior in teen-agers."

The letter appeared on the editorial page of the Wednesday (16) edition of The News.

Confectionery Sales Drop

Manufacturers' sales of confectionery, including chocolate products, dropped to $84,542,000 in January, 15 per cent below December and 2 per cent lower than last January's total. Commerce Department figures revealed that sales by manufacturer-wholesalers at $66,574,000 were 5 per cent higher than December, but 2 per cent below January, 1954. Manufacturer-retailers estimated sales in January 1955 decreased 74 per cent from December, but rose 5 per cent from last January.

We
Have Newer
CHARMS!

end $2.50
nd receive
100 high
ality filled
capsules.
ntains our
complete
ortment . . .
nd 35¢ for regular
le kit of charms.

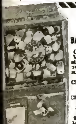
National Sales Agents for ACORN CHARM VENDOR parts and accessories

ENNY KING COMPANY
38 Mission Street Pittsburgh 3, Pa.

Great Time-Saving
PENNY WEIGHING SCALE
CAPACITY $10.00
PRINGS ARE PRECISIONED CALIBRATED.
EAVY SHEET METAL BASE.
IN SCOOP.
IAL IS GLASS OVERED WHICH ROTECTS POINTER WHEN IN USE.
killed hand-orkmanship employed in uilding this cale to assure liability and ccuracy.
here is sturdiness construction more rable than is generally found in ales. Finish is eck crinkle. Carrying case is made of ring black fibre to meet the hard d constant use that it is subjected

$18.50

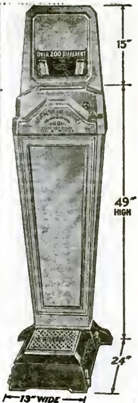
ORDER TODAY
3 Dep., Bal. C.O.D., F.O.B. N. Y.
Distributors, Write for Prices.
J. SCHOENBACH
Distributors of Advance Vending Machines
47 Bedford Ave., Brooklyn 25, N. Y.



VICTOR'S 5-STAR BABY GRAND
Convertible Vendor—Instant changeover to: Capsule Vending, Rocket Charms, Ball Gum and Charms, Chicle Treets, 100-Count Ball Gum,
$12.50 each less than 25 cases;
$12.00 each 25 cases or more.
al #1—4 5-Star Baby Grands ith 1000 filled Victor Capsules $64.50
al #2—With 25# 100 ct. Ball um 57.50
al #3—With 25# Chicle reets 61.25
Victor models available, f.o.b. ooklyn. Time payment plan, trade- accepted. Write for our filled for capsule list.
ioneer Vending Service
Albany Ave., Brooklyn 3, N. Y.

ACQUAINTED WITH VICTOR'S
and original charms for bulk and le vending. Send $1.00 for 20 sam- in capsules; prepaid, plus opera- confidential wholesale price list.
OR VENDING CORPORATION
13 Grand Avenue, Chicago 39, Illinois

TO DAMON RUNYON CANCER FUND



WEIGHT 165 LBS.
$25 DOWN
Balance $10 Monthly
400 DE LUXE
PENNY FORTUNE SCALE
NO SPRINGS
Invented and made only by
WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

ABC
ADVERTISERS know exactly what THE BILLBOARD delivers because The Billboard is a member of the Audit Bureau of Circulations.

California Fresh!
Cocktail Almonds
10¢

EXCLUSIVE
DISTRIBUTORS WANTED
Ideal vendor for PROMOTIONAL SELLING. A well-built 10¢ vendor dispensing an exclusive SMOKEHOUSE COCKTAIL ALMOND. Close FACTORY SUPPORT and a strong factual SELLING KIT plus a FINE MACHINE offer a rare opportunity.
PROTECTED TERRITORY given to men who can produce and are experienced in selling through Business Opportunities.
Write fully, giving experience, references to
AMERICAN PRODUCTS CORP.
P. O. BOX 2749, CLEVELAND 11, OHIO

VEND—PUBLISHED BY THE BILLBOARD
HUNDREDS OF MONEY-MAKING VENDING IDEAS
Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear—out—mail today!
MONTHLY FEATURES
Candy Gum & Nuts
Beverages
Tobacco
New Products
Trends
Industry News
Market Place
Articles
Editorials

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
Yes—Please sign me up for Vend for
☐ 1 year at $4. ☐ 3 years at $8.
(Foreign rate, one year, $8)
946
Name ....
Address ....
City.......... Zone.... State......
Occupation ....

YOUR SUPER LOCATIONS DESERVE THE FINEST

SUPER V

IS the Finest Capsule Vendor Obtainable and the Industry's Most Beautiful

Featuring the Greatest Earning Power Ever Built Into a Bulk Vender . . . at 1c, 5c or 10c Play.

Cabinet of two-tone solid oak—trimmed in chrome with glass panels. Smart, unique design . . . with eye-catching appeal for greater profits. Extra large capacity—350 capsules or 800 100-count ball gum. Packed and sold 4 to the case.

Less than 25 cases..$61.80 per case
25 cases or more... 59.80 per case

KEEP IN TOUCH

With VICTOR for NEW and OUTSTANDING CHARMS for Bulk and Capsule Vending

The World Famous

STANDARD TOPPER

That attractive ensemble—is finished in smooth, hard Duranite and chrome . . . steel construction, precision built and amazingly durable. Equipped with the large glass globe. Packed and Sold 4 to the Case.

Less than 25 cases
$50.00 per case of 4
25 or more cases
$48.00 per case of 4

'5-STAR' BABY GRAND

5 Vendors in One
Instant Change-Over

Convertible Vendor

Get Instant Change-Over to:

- ★ CAPSULE VENDING
- ★ ROCKET CHARMS
- ★ BALL GUM & CHARMS
- ★ CHICLE TREETS
- ★ 100-COUNT BALL GUM

$12.00 EACH IN 25 CASE LOTS

$12.50 Ea. Case Lots.
All Models Packed and Sold 4 to Case.
LESS THAN 25 CASES @ $50.00 PER CASE.
25 CASES OR MORE @ $48.00 PER CASE.
ALL PRICES F.O.B. CHICAGO.

Place Your Orders Now!

VICTOR VENDING CORP.
5701-13 W. Grand Ave., Chicago 39, Ill.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

VENDING MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Mar. 19	Issue of Mar. 12	Issue of March 5	Issue of Feb. 26
Advance 0 1c BG........	$6.45	$6.45		
Advance Model Ball Gum...			$ 6.45	$6.45
Advance No. 11 Mdse.......	5.95	5.95	5.95	5.95
Asco Hot Nut, 5c..........				7.50
Atlas Bantam, 5c..........				5.95
Cadillac Jr., 5c...........		6.95	6.95	6.95
Comb Machine		13.95		
Columbus 1c Bulk..........	6.50	6.50	6.50	6.50
Columbus 5c Bulk.........				7.50
Columbus Tri-More.........		17.50	17.50	17.50
Craig Ice Cream Bar.......	125.00	125.00	125.00	125.00
Diplomat Electric (8 col.)...				175.00
DuGrenier Adams (4 col.), 1c		17.50	17.50	17.50
DuGrenier Champion (9 col.).	100.00	100.00	100.00	92.50 100.00
Dugrenier Champion (11 col.)	100.00	100.00	100.00	100.00
DuGrenier Model W (9 col.).	125.00	125.00	125.00	125.00
Eastern Electric (8 col.)....	115.00	115.00	115.00	115.00
Exhibit Card Vendor, 1c...	15.00	5.00	15.00	15.00
Hershey Candy		7.95		
Hupp Single Drink.........	110.00	110.00	110.00	110.00
Jewel Vendors, 5c..........	145.00			7.50
Keeney Electric (9 col.).....		145.00	145.00	145.00
Master 1c & 5c Bulk.......	6.95	6.95	6.95	6.95
Master 1c Bulk...........	6.50	6.50	6.50	5.95 6.50
Master 5c Bulk	6.50	6.50	6.50	6.50
Mills (5 col.).............	40.00			
Mills Adams (6 col.) 1c....		17.50	17.50	17.50
Mills Single Drink.........	150.00	150.00	150.00	150.00
National 918	115.00	115.00	115.00	115.00
National 9-18.............				70.00
National 930	95.00 130.00	95.00 130.00	95.00 130.00	95.00 130.00
National 950.............	110.00 145.00	110.00 145.00	110.00 145.00	110.00 145.00
Northwestern 39, 1c.......	7.95	7.95	7.95	7.95
Northwestern 33 Ball Gum..	6.50	6.50	6.50	6.50
Northwestern Deluxe 1c and 5c.............	12.00	12.00	12.00	12.00(2)
Northwestern Model 39, 1c..				7.50
Northwestern 49, 5c.......		12.50	12.50	12.50
N. W. Standard, 1c & 5c...				7.50
Pop Corn Sez Vendor.......		55.00	55.00	55.00
PX (10 col.)..............	110.00	110.00	110.00	110.00
Regal's, 5c...............				7.50
Revco Ice Cream Cup.......	125.00	125.00	125.00	125.00
Rowe Candy Merchant (7 col.)	165.00		165.00	165.00
Rowe Crusader (8 col.).....	145.00	145.00	145.00	145.00
Rowe Diplomat Electric (8 col.)...............	175.00		150.00	
Rowe Imperial (8 col.)......	90.00	90.00	90.00	90.00
Rowe Imperial (6 col.)......	85.00	85.00	85.00	85.00
Rowe President (8 col.).....	130.00 155.00	130.00 155.00	130.00 155.00	130.00 155.00
Rowe President (10 col.)....	155.00	155.00	155.00	155.00
Silver King Hot Nut, 5c...		12.50	12.50	12.50
Silver King, 1c...........		8.50	8.50	8.50
Silver King 1c Ball Gum...	7.45	7.45	7.45	7.45
Silver King 1c Mdse........	7.45	7.45	7.45	7.45
Silver King, 5c...........	7.45	7.45 8.50	7.45 8.50	7.45 8.50
Silver King Hunter.........		10.00		
Sneads	125.00	125.00	125.00	125.00
Stoner Candy (6 col.)......	135.00	135.00	135.00	135.00
Super-Vends (3 sel.)......	200.00	200.00	200.00	200.00
Uneeda Model E (6 col.)....	75.00	75.00	75.00	75.00
Uneeda Model E (8 col.)....	92.50	92.50	92.50	92.50
Uneeda Model E (12 col.)...	87.50	90.00	90.00	90.00
Uneeda Model 500 (9 col.)..	100.00	100.00	100.00	100.00
Uneedapak Model 500 (9 col.)...............	135.00	135.00	135.00	135.00
U-Select-It	52.50	52.50	52.50	52.50

Better Buys From "Better Buy Bitterman"

Victor's "5-STAR" BABY GRAND

CONVERTIBLE VENDOR

Get Instant Change-Over to:

- ★ CAPSULE VENDING
- ★ ROCKET CHARMS
- ★ BALL GUM & CHARMS
- ★ CHICLE TREETS
- ★ 100-COUNT BALL GUM

$12.00 EACH IN 25 CASE LOTS

$12.50 Ea. Case Lots. All Models Packed and Sold 4 to Case.

TIME PAYMENTS AVAILABLE

Write us for lowest prices on Capsules, Charms, Ball Gum, Chicle Treets and all Vending needs.

BERNARD K. BITTERMAN
4709 East 27th Street, Kansas City 27, Missouri

LOCK-TITE

★ ★ ★ PATENT PENDING ★ ★ ★

UNFILLED CAPSULES
ASSORTED COLORS

—A NEW —NO CEMENTING
—LOCKING CAPSULE —EQUAL HALVES

WRITE FOR FREE SAMPLES

PYRAMID PRODUCTS, INC.
3967 EAST 93d STREET CLEVELAND 5, OHIO

Bulk Venders

• Continued from page 149

ther action will be taken on the other cases.

Nub of the city's argument was that the all-charm machine was the contention of an element of chance involving a thing of value. Basis of the defense's case was the element of chance was incidental, and that the size and shape of the varied charms determined the number and type of items vended.

Moe Mandell, Northwestern Distributors, told members that they could attend the April 2 regional meeting of the National Automatic Merchandising Association and view the organization's film, "At the Drop of a Coin."

Mandell, who is treasurer of the organization, will assume a temporary dual role as secretary-treasurer. Bob Guggenheim, Karl Guggenheim, Inc., current secretary, asked for a two-month leave of absence. He will resume his duties as treasurer at the May meeting.

Guggenheim said that while most operators will not rely on snap judgment when new machines are introduced, they will look at a new charm, decide whether or not they think it will sell and order accordingly.

He advised operators to field test charms before embarking on any large scale stocking program much in the same way they would location test a machine. He added that youngsters are unpredictable, and that few operators can outguess them on charm selection.

Mandell pointed out that while collections are off currently, the outlook for spring is promising. He explained that from December 15 to early April, the bulk vending business is usually in the doldrums, and that a sharp pick-up is expected in the next few weeks.

New association members at the meeting were Al Lipson, Sam Morrison and Jack Zurin. The next meeting is set for April 20.

DuGrenier

• Continued from page 149

Donald Ordway from the main office.

District field managers making the show will include A. F. (Tony) Parina, West Coast; James H. Martin, Midwest; Coe Stone, Midsouth; Jessie Wellons, South; Harry Wyner, Midwest; Robert Kline, Central Eastern; Julius Levy, East; Charles M. Suessens, New England; Howard Baily, Western Canada, and Jean Coutu, Eastern Canada.

Philip Morris

• Continued from page 149

O. P. McComas, president; Joseph F. Cullman, 3d, executive vice-president, and Harry Chesley Jr., George J. Henn, Ray Jones and George Weissman, all vice-presidents.

Also Joseph R. Cahn, military sales; John R. O'Connor, assistant to the sales vice-president; Charles Sanders, Parliament sales manager; William Kittleman, credit manager, and James Bowling, public relations.

President Eisenhower has announced that an additional 51,000,000 pounds of peanuts may be imported into the United States or withdrawn from warehouses to meet the requirement for peanuts in the current quota year ending June 30, 1955. Last year's domestic peanut crop was greatly reduced by drought.

COME

"THE BIGGEST SHOW EVER"
Morrison Hotel
Chicago
Mar. 28-29-30

to the MOA CONVENTION

"IF ye have faith, as a grain of MUSTARD SEED"

GENUINE MUSTARD SEED JEWELED PENDANT CHARM

Gold Vacuum-Plated Rim, holding two clear crystal half-rounds, into which a Genuine Mustard Seed is affixed. Beautiful.

$15.25 per 1,000 f.o.b. Jamaica, N. Y. Or: At Your Distributor

Twenty (20) Advertising Labels for your machines with each 1,000.

This is a RELIGIOUS LUCKY POCKET PIECE. Will please parents and adults. Will bring adult business to your machines. We prepared a "beautiful sticker" for your machines to ADVERTISE this RELIGIOUS POCKET CHARM.

SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 35, L. I., N. Y.

WARNING! TO ALL BULK OPERATORS

PAUL A. PRICE CO.

Is Now Developing And Will Soon Announce Several Sensational New Gimmicks And Charms.

YOU CAN'T AFFORD TO MISS THESE ITEMS

WATCH OUR WEEKLY ADS
Get 'Em When They Are New And Hot.

Drop us a Card, Get on our Mailing List

PAUL A. PRICE CO.
55 Leonard St., New York

HOLY BIBLE

SENSATIONAL CAPSULE ITEM

TRY THEM

WATCH HOW THEY SPARK UP YOUR SALES!

Authentic Miniature BIBLE. 50-Page Reproduction OLD AND NEW TESTAMENT.

$12.50 M Contact Us Direct
Your Local Distributor

STANDARD SPECIALTY COMPANY
5115 E. 14TH STREET
OAKLAND 1, CALIF.

VICTOR'S TOPPER

1¢ BALL GUM MACHINE, $12.00 each, $12.00 100 or more.

VICTOR'S SUPER V CAPSULE VENDOR
$17.95 each. $16.95 each — 100 or more.

FILLED CAPSULES
Assorted Mixture
$14.00 per box of 700

Request prices on gum and charms for 1¢ machines.

Box of 700
Salt & Pepper Shakers, Capsules $12.60
Top Hats With Earrings ... 17.00

CLEVELAND COIN MACH. EXCH.
2021 Prospect Ave. Cleveland

Eastern Coast

• Continued from page 148

piece of equipment moves five other pieces, with five other stops getting improved boxes after the purchase of a new box is made.

A public relations effort by the Westchester Operators' Guild helped expedite the conversion process. Letters were given to operators for mailing to locations, or to serve as the basis for oral presentations, in explanation of the price hike.

Explain Benefits

In addition to explaining the obvious economic reasons—the cost of equipment, service now as compared with a few years ago, and the general increase in the cost of living—the letter explained the benefits which would accrue to the location as a result of 10-cent play.

It pointed out that 10-cent play enabled the location to get better looking and better performing equipment; that it offered hi-fi extended-play music, which, at three plays for a quarter, gave the patron more music for his money than five singles for the same price, and that the location would make more money at 10-cent play.

There are nearly 1,700 juke boxes in Westchester County, an estimated 90 per cent of which belong to WOG members.

Location Objections

The effort met only with scattered location resistance. When the location owner did object, it was because a nearby bar was on a nickel play and the tavern owner felt the dime would drive customers away. Where the bar was by itself, or where the nearby bar was on 10 cents, or about to change, there was no objection.

In the five boroughs of New York, the conversion pattern takes another form. The city is going 10 cents on a block-by-block basis; it started in early March and it is still going strong.

As in Westchester, locations are upgraded, and about 20 to 25 per cent of the records are changed to EP's when the conversions are made, and, as in Westchester, it's three plays for 25 cents.

Nobody Knows

Nobody claims to know how long it will take before the city is on a solid 10-cent basis, but most guesses are that Gotham will be a dime town before 1956 rolls round.

New Jersey operators are studying dime play, but most are reluctant to make the move. Two years ago, a dime minimum experiment was started in Paterson, tho it was still six plays for a quarter. Two plays were given on the dime minimum.

Today, a few stops still operate on the 10-cent minimum, and a few others have been converted to straight 10-cent play, but very few.

Front Money

While many Jersey operators feel that dime play is important, a lot of them feel that it is not No. 1 on the agenda. The Garden State competitive situation is rough, and several operators said they would want to see equitable commission arrangements and rigid front money agreements established before they tackled dime play.

The newly formed Eastern Massachusetts Operators' Association is anxious to get 10-cent play underway in New England. The organization has called in representatives of the Connecticut Music Operator's Association, where 10-cent play has been started, to discuss the most expedient methods of getting the move started. Currently, less than 1 per cent of Eastern Massachusetts locations have been converted.

The Philadelphia and Baltimore 5-cent play still predominates, but reports of 10-cent conversions are coming in. In both cities, operators seem to be making a concerted conversion effort.

Wide Range

Conversion rates on the Eastern Seaboard range from 75 per cent in Westchester County to less than 1 per cent in Boston. Yet there is little doubt that current figures will be meaningless by the year's end.

Operators have long realized that the economics of routes justify dime play. Now, it appears, they are doing something about it.

10-Cent Debut Methods Vary

• Continued from page 148

equipment had risen 200 per cent since the end of World War II, that accessories had gone up 300 per cent, and that salaries and wages had climbed 150 per cent in the same period.

Then followed 14 items, their 1939 retail price and 1954 prices. Listed were a cup of coffee, a telephone call, a shoe shine, a streetcar fare, a cigar, an ice cream cone, a U. S. post card and other small common items which have doubled or tripled in price in the last 15 years.

Altho the ad was too expensive for any one operator to pay, the actual cost to each of the 18 firms co-operating was negligible.

Other types of ads announcing dime play have ranged in design from graphs to little four-line poems. (Elsewhere on this page is a story covering dime play activity on the Eastern Seaboard. The article shows clearly how operators have used Extended Play records as a wedge to introduce dime play.)

Experience proved that a juke box customer will not hesitate to drop a dime into a phonograph if he knows that he can hear the equivalent of two current records. Operators, therefore, have programmed their phonographs with anywhere from 25 to 40 per cent of EP selections. With each dime, the customer has a choice—he can play one current popular tune or he can select an EP disk, equivalent in playing time of two current tunes.

Neither juke box manufacturers nor record companies have overlooked this development.

The Rudolph Wurlitzer Company unveiled a new phonograph last month with the center portion of the selector panel equipped with EP disks. Operators were given a suggested list of EP records for programming on their phonographs. Wurlitzer distributors were instructed to aid operators wanting to switch to dime play thru the use of the longer playing disks.

Record manufacturers, too, are currently pushing EP disks to operators. In two weeks, these companies will present attractive EP package deals to music operators at the Music Operators of America convention at the Morrison Hotel here.

Another media used to soften the price increase of juke box music to the public has been the radio. Because radio stations devote more time to recorded music than any other type of show, and because they concentrate on a local area, it proved an ideal way for operators to inform the public of coming dime conversions and to give the reasons for the change. Additional advantages of radio commercials are that they work equally well in both large and small cities and that the cost of advertising is not too expensive, in that the costs can be divided between a group of operators, as was done in Canton, O., and Detroit within the past six months.

In some cities, like Washington, D. C., disk jockey co-operation was obtained and deejays frequently gave plugs favoring 10-cent play.

In towns or cities where the cost of newspaper or radio advertisements can not be split up between operators, because of lack of co-operation, or in areas where neither would be practical, operators have used on-location promotion. This does not mean, however, that operators who used one method refrained from using the other. Members of the Cleveland Phonograph Merchants' Association have used radio, newspapers, streetcar cards, location posters and juke box stickers to soften opposition to their move to dime play.

Promoting good will for dime play from within a location has been handled in various ways. The Crest Amusement Company, of Glendale, Calif., distributed leaflets in its locations explaining the need for dime play—higher cost of records, equipment, etc.

Probably one of the most effective methods of promoting public good will on-location was used by R. C. Blackburn, head of Redwood Music Company, Eureka, Calif. Blackburn decided that the best way to get the reasons for dime play across to the public was to convince location owners and location employees that the change was necessary. Equipped with ready answers, Blackburn's locations quickly smoothed the feathers of ruffled customers.

Other methods of promoting conversion good will from within a location have included posters, stickers on juke boxes, placards in booths, reprints of newspaper stories and displays of EP promotion inside the dome of phonographs.

Still another method of easing into dime play was that of New Jersey operators who experimented with two tunes for 10 cents. Collections climbed considerably just by eliminating the nickel chutes.

Next Week: The third and final article on dime play will cover the various methods used by operators making conversions—stepping up equipment, converting block by block, etc. It will blueprint collection patterns immediately following conversions and three or four months later. It will also point out the types of locations most often converted first and also the reasons why some locations are still not converted.

COME

"THE BIGGEST SHOW EVER"

Morrison Hotel
Chicago
Mar. 28-29-30

to the

MOA CONVENTION

Pistachios

BEST GRADE for VENDORS

Ask for ZALOOM'S

4 STAR JUMBOS

Perfect. The Finest and Fastest Selling Pistachios. Red, White or Natural.

DELICIOUSLY ROASTED and SALTED.

Packed 5-Lb. Moisture-Proof Bags. 12 5-Lb. Bags to Carton or 25-Lb. Bulk Cartons.

Insist on ZALOOM BRAND for the finest quality.

ZALOOM PISTACHIO NUTS

us for the name of our nearest dis- or if not obtainable from your present ior.

A. ZALOOM & CO., INC.
erica's Original Masters in Roasting and Salting of Pistachio Nuts
Joy Street, New York 13, N. Y.
BEekman 3-7646

"REALISM"

successful charm item has been uthenticated miniature of some- kids have seen or had contact Here is a charm not to be gone lightly—an Electric Razor . . . ure replica of a famous make We suggest displaying 50 of these in front of your vending ma- Merchandising in this way is catch the attention of the little s. There's no 5 o'clock shadow oubt with these razors—the end day will show more sales for

SILVER.....$16.00 per thou.
PLASTIC.... 10.50 per thou.

your distributor or . . .

uggenheim INC.
33 UNION SQUARE
C. 3, N. Y. • AL. 5-8393

Philadelphia r Anywhere

FILLED APSULES

mediate Delivery
e for Lowest Prices

VICTOR'S
Baby Grand Deluxe
APSULE VENDOR
mediate Delivery

EDCO SALES CO.
Market St., Philadelphia 3, Pa.
Phone: LOcust 7-1446

VICTOR'S TOPPER

1¢ BALL GUM MACHINE, $12.50 each, $12.00 100 or more.

VICTOR'S SUPER V CAPSULE VENDOR

$15.45 each

$14.95 each in 100 lot

Terms available.

ROY TORR
LANSDOWNE, PA.

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1¢ & 5¢ Comb.	$12.00
N.W. #39 1¢ Porc.	7.95
N.W. #33 1¢ Porc. B.G.	6.50
Master 1¢ Bulk Porc.	6.50
Master 5¢ Bulk Porc.	6.55
Master 1¢ & 5¢ Bulk Porc.	6.95
Columbus 1¢ Bulk	6.50
Silver King 1¢ B.G. or Mdse.	7.45
Silver King 5¢	7.45
Exhibit Post Card (Metal)	15.00
Advance #O 1¢ B.G.	6.45
Advance #11 Mdse.	8.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	$ .56
Pistachio Nuts, Vendor's Mix	.52
Pistachio Nuts, Sheik	.48
Cashew Whole	.52
Cashew Butts	.50
Peanuts, Jumbo	.42
Spanish	.35
Mixed Nuts	.55
Almonds, 480 ct., 5 lbs., vac. pk.	.55
Baby Chicks	.32
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Lozenges	.38
Leaflets (similar to M & M), 550 ct.	.40
Assorted Fruit Charms, 100 ct.	.42
Bein Bio Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound	$ .28
100 ct.	.55
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.48
Beech-Nut, 100 ct.	.48
Hershey's Chocolate, 200 ct.	1.40

Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms, Everything for the operator.

1/3 Deposit, Balance C.O.D.

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 34th St., New York 1, N. Y.
LOngacre 4-8467

GET YOUR SHARE OF THE BIG PROFITS IN GUM WITH THE FAMOUS Northwestern®

PACKAGE

GUM VENDER

This amazing vender is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidome" display top attracts sales.

TAB

GUM VENDER

You'll hit the jackpot with this tab vender. New "Quick Change" merchandise drum cuts servicing time in half. Ten columns for wide selection and bigger capacity have doubled and even tripled sales.

BALL

GUM VENDER

Profit with ball gum through the famous Northwestern Jet. Vend ball gum, ball gum and charms, or capsules — 1¢, 5¢ or 10¢ play. Available in chrome for outstanding flash.

Wire, write or phone for complete details

THE NORTHWESTERN CORP.
235B East Armstrong Street, Morris, Ill.

GET ACQUAINTED WITH CHAMPION

Send only $1.00 for 1 CHAMPION Gum & Charm Vendor. Satisfaction Guaranteed. Free Charm price list.

CHAMPION VENDORS SUPPLY
3119 E. Houston San Antonio, Tex.

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Mfrs. Ship 20 New Models This Year

Output High; New Ideas Bowed; Gun Games Popular; 5-Balls Try Dime

CHICAGO, March 19.—More than 20 new coin machine models have been shipped to distributors around the country since January 1.

Broken down, this includes 6 shuffle games, 5 gun games, 5 pinballs, 3 kiddie rides and 2 novelty games.

Thus far, this year is keeping pace with 1954's production rate, when 113 new models were introduced in the 12-month period.

Significant among the number of games produced this year is the continuing popularity of the .22 rifle game which operates on direct electrical contact. Williams Manufacturing Company, Cenco Manufacturing & Sales Company, '. H. Keeney & Company, and Exhibit Supply, hove all, in that order, produced new rifle games this year.

About 20 rifle game models of this type have been shipped since the initial appearance of these games in April, 1954.

Dime Play Move

A noteworthy trend developing this year is the move to dime ploy fnr five-ball pin games. Sam Stern, Williams executive vice-president, expects the majority of the firm's five-balls to run off the production lines this year equipped for dime play, if the necessary co-operation is received from operators and distributors thruout the country.

Alvin Gottlieb, D. Gottlieb & Cumpany, announced this week that the firm's new line of multiple-player five-balls would feature dime play. Duett, a two-player, five-ball set for dime ploy, was shipped to Cottlieb distributors this week.

Two new coin machines now in production by Bally Manufacturing Company are aimed at the

(Continued on page 157)

Coin Leaders Discuss Plans For UJA Fete

• Continued from page 147

ford, Perry Lowengrub, Al Miniaci, Sanford J. Moore, J. P. Orleck, William Robkin, Morris Rood and Lou Rosenberg.

Also Barney Schlang, Al Schesinger, Jack Semel, Al Simon, Dave Simon, Harry Siskind, Bob Slifer, Nathan Solow, Aaron Sternfield, Barney Tannenbaum, Isidore Usiskin, Max Weiss and Jack Wilson.

Honorary chairmen are Albert S. Denver, Sidney H. Levine, Jack J. Mitnick, Mike Munves, Meyer C. Parkoff, Harry Rosen and Barney Sugerman. Sugerman is chairman of the affair, and Nash Gordon is secretary.

Juke box and coin machine manufacturers will donate equipment to the drive, the purchase price to go to the fund. Window signs are also being prepared for local distributors.

Banner Completes New Parking Area

PHILADELPHIA, March 19.—The $60,000 parking program launched by the Banner Specialty Company bere was completed this week with the blacktopping of an area to accommodate 35 cars, I. H. Rothstein, company president, announced.

According to Al Rodstein, vice-president, the 60-foot loading platform can handle eight trucks at one time. Banner purchased and tore down six old buildings at the rear of its property to creote the parking area.

Before the new parking set-up, Banner customers were forced to cruise around for space or double park and risk tickets.

Bally Bows Bull's-Eye, New Pistol

CHICAGO, March 19.—Bally Manufacturing Company announced this week the production of Bull's-Eye, a new pistol game designed especially for kiddies.

The unit requires 1½ by 3 feet of floor space and has a step-up platform that permits junior marksmen to take oim.

The pistol is a "six-shooter" type, hut the player gets 10 to 20 shots fnr a nickel. The game resets ofter 10 shots, if the player bas scored a hit on each target.

The 10 targets, reflected from the bottom of the cabinet onto the bockglass, consist of bears, buffaloes, moose and mountain lions. The targets appear at two different range levels. When hit, each of the torgets falls bock and disappears.

Automatic Rating

At the end of the game the player is automatically rated according to the number of hits he has made. Ten hits scores o marksman rating, 16-19 hits, a sharpshooter, and 20 hits, or a perfect

(Continued on page 157)

British Kiddie Rides Mostly Hand Built

STREATHAM, England, March 19.—The mojority of British kiddie rides are built by band.

Edwin Hofl & Company, one of the principal British kiddie ride manufacturers, stated: "We have not the same large prospective market as in America, therefore our machines cannot be mass produced—they are mostly bond built."

The Hall Company has been manufacturing kiddie rides for approximately 18 months. The firm also makes showmen's equipment, brightly painted and more or less to individual requirements.

The company's best money moker in England bas been a ride called Muffin the Mule, which is an adaptation of an animal character featured on a British television show, a great favorite with English kiddies. The firm hnlds sole rights for reprnducing Muffin the Mule as a kiddie ride.

Chief Models

Other chief models produced by the company are Space Ship, Tug Boat and Cowboy Horse. New models to be shown ot the British Industries Fair are a Helicopter and a Trackless Railwoy Engine which can hold about 10 children, can pull trucks and could be used in stores.

The Cowboy Horse unit was at first not so popular in England, but after the installation of music in connection with the ride it became an attraction.

The company's rides are now in many of the main stores in London, and there is a waiting list requesting the rides, according to the firm.

TRADE ABROAD

Coin Scales Sole Units In Israel

TEL AVIV, Israel, March 19.—The coin machine industry in this seven-year-old republic carries weight—solely coin-operoted scales.

There is not a juke box, vending machine or coin amusement game in the land. The only coin units in the country are 60 scales operated by the Mishmar Halruit Company, which has been in business for more than 50 years.

Most of the models, of British and American manufacture, date back to the formation of the company. The two latest models are of pre-World War II make.

Importation of parts is forbidden, thus forcing the operator to replace parts from one machine to another. As a result, most scales are unrecognizable from the originals. All machines must be placed outside,

(Continued on page 157)

N. Y. License Bd. Vetos Baseball; To Reconsider

NEW YORK, March 19.—Operators of the several hundred Williams baseball games in New York City got bad news from the Licensing Committee Friday (18).

A delegation from the Associated Amusement Machine Operators of New York, consisting of Lou Rosenberg, president; Iro Zucker, board member, and Ted Blatt, counsel, was told that the game, in its present form, could not be licensed.

However, the coin delegation was told it could resubmit the machine Monday (21). Objection was that the cumulative effect in scoring could make it adaptable as a gambling device. The unit to be resubmitted will have the cumulator elminated.

I. E. C. Steps Up Run on Monkey Climb

AURORA, Ill., March 19.—The Industrial Engineering Company announced this week it had leased additional floor space and was stepping up productinn on its new game, Monkey Climb.

John Randell, president of the firm, said that company representatives were giving operators demonstrations of the game in their home areas.

Industrial has been in the process of development and experimentation as well as field testing during the past year, and has had Monkey Climb in only limited production since the first of the year.

Game Features

Monkey Climb features lifelike monkeys twisting, turning and climbing up ond down trees, attempting to beat an automatic "Champ" monkey to the top. The monkeys climb or descend according to how skillfully the ployer operates a plunger, which in turn operates a ball in a moving track.

The game is designed especially for what Randell calls "the higher class, previously unsecurable location."

"Our whole thinking has been along these lines," Randell said. "Now it is starting to pay off as we are getting that type location."

The company plans to display the Monkey Climb unit at the Hotel Sherman, Chicago, March 28 thru March 30.

CHANGE SERVICE

Handy Nickels, Dime[s] Up Takes, Good Will

ST. LOUIS, March 19.—One of the swiftest methods of building good will with location owners and retaining amusement game spots over a period of years, is high-speed "change service," according to Ted Wortman, head of Plaza Amusement Company here.

Plaza has built up one of Missouri's lorgest amusement game operations on the strength of "extra service to the customer," and currently has spotted upward of 700 games thru the city and its suburbs. Included are all varieties of amusement games, from shuffle bowlers and shufflehoard games thru five-ball pin games and general nnvelties.

Shortly after founding Plaza Amusement Company, Wortman resolved to see to it that no location owner would run out of nickels during the busy late evening, when, normally, play is at its height.

Consequently, whenever he set up a new location, he invited the location owner to ask for all the nickels he could use from the serviceman or mechanic visiting the location and in addition, to take advantage of "change service."

Under the lotter plan, any co-operating location owner, when he sees a paucity of nickels developing, needs only to dial the Plaza number, whereupon a supply of nickels and dimes is rushed [...] him. This is true of any h[...] the night or doy.

Change service requests [...] ually diminish in every case, [...] man has found, as bart[...] restaurant owners and oth[...] trained to loy in a sup[...] nickels. Most location own[...] found, grow a bit apolog[...] continuously requesting [...] service.

Another factor which W[...] rates heavily in the acti[...] schedule required for operat[...] string of amusement games [...] the Plaza banner, is consta[...]tion.

Every game operates in [...] cation only for a maximum [...] predetermined on the basis [...] experience. Even tho p[...] may look golden for leavin[...] place for another month or [...] removed and relocated w[...] proper date comes up. The [...]sult is a bit more in the [...] haulage expense, but cer[...] far better over-all profit s[...]

TOLL-TV

Coin Video Idea Stirs Film Group

ATLANTA, March 19.—A former president of the Theater Owners of America, Alfred Starr, of Nashville, told a group of 70 Georgia, Florida and Alabama theater owners here to fight coin-operated TV. He is chairman of the Toll-TV Committee which is opposing pay-as-you-see television.

Starr warned that if the Federal Communications Commission gives the nod to coin TV, it might put the nation's theaters out of business quickly. He opined that if it were sanctioned, it would lead to general toll-TV. Competition, he said, would force all stations to adopt this system and bring an end to sponsored programs.

Coin-operated, or subscription TV, according to claims by their backers, would let viewers see first-run films, sporting events, Broadway musicals and other special programs.

Duette New Two-Player Gottlieb Pin

CHICAGO, March 19.[...] a new two-player five-b[...] was shipped to distribu[...] week by D. Gottlieb & C[...]

Duette is the second of [...] of "new look" multiple-pla[...] ball games to be produc[...] firm. The initial multipl[...] Super Jumbo, which perm[...] four players to compete [...] game, was shipped late in [...]ber.

In the Duette game, ea[...] shoots a ball in turn and i[...] scores are registered on [...] reels on the backglass.

Score features on the [...] including roll-over butt[...] tacts, and ball-bumpers, h[...] bonus score. This score [...] by the player when he la[...] in a large center bonus [...] the hole is made when li[...] player gets 10 times the t[...] coted on a row of light-[...] bers below the hole. Th[...] bers range from 10 to 29.

Other game features [...] button-operated ball flip[...] bottom of the playfield w[...] balls back up the play[...] odded action. If the [...]

(Continued on p[...]

Cincy Council Kills Pin Ball Proposals

CINCINNATI, March 19.—The City Council this week turned down a proposal to outlaw pinball games and defeated an ordinance to tighten licensing regulations which wnuld have virtually banned the games.

An ordinance by Vice Mayor Dorothy Dolhey to prohibit any coin-operated machines that could be odapted for illegal use was rejected by a 7-2 vote. A companion ordinance fnr repeal of pinball licensing was also rejected, and finally, a compromise ordinance that would modify regulations was defeated by o 5-4 vote.

Moyor Carl W. Rich, law committee chairman, advised that no action be taken on pinball licensing changes until after a final decision by the courts as to legality of the games.

Await Court Ruling

Councilman Al Jordon agreed with Mayor Rich that the council should await a final adj[...] of the legality of pinb[...] added he was against [...] them for economic reason[...]

Jordan said a ban on t[...] would put out of op[...] number of small busines[...] were just able to get by [...] help of pinball revenue.

The compromise [...] would have virtually e[...] pinball operations. It w[...] banned games that c[...] more than one coin per g[...] ball games, games that [...] building attachments or [...] free games, and any equi[...] electrical or mechanica[...] ments that took away t[...] the player.

A master commission[...] finding that city pinball [...] "gambling devices" wa[...] last week by the Fir[...] Court of Appeals. The [...]

(Continued on [...]

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

AMUSEMENT GAMES

	Issue of Mar. 19	Issue of Mar. 12	Issue of Mar. 5	Issue of Feb. 26
; (United)	$49.50 50.00	$25.00 50.00	$49.50 50.00	$49.50 50.00
Star (Gottlieb)	99.50	99.50	99.50	99.50
Star Baseball (Williams)	325.00	325.00	325.00	375.00
y & Navy		60.00	95.00(2)	
antic City (Bally)	95.00 114.00	95.00 110.00	95.00 100.00	95.00
	115.00(2)	115.00(2)	115.00(3)	100.00(2)
	125.00 130.00	125.00 130.00	125.00 130.00	115.00(2)
				125.00 130.00
eball, 6 player				
Chicago Coin)				395.00
ketball Champ				
Chicago Coin)	145.00 195.00	195.00	95.00 145.00	145.00 195.00
			175.00 195.00	
ketball (Genco)				200.00
ketball, Two Player				
Genco)	225.00 350.00	225.00	225.00 300.00	235.00 325.00
Club (Bally)	240.00 250.00	240.00	265.00 270.00	265.00 270.00
	265.00 274.00	250.00(2)	275.00(3)	275.00(4)
	275.00(3)	260.00 265.00	285.00	285.00
	285.00	275.00(4)		
		285.00		
ty (Bally)	205.00	190.00 205.00	210.00 220.00	210.00 220.00
	210.00(2)	210.00	225.00(4)	225.00(4)
	215.00	215.00(2)		
	225.00(3)	225.00(2)		
op (Exhibit)	84.50	84.50	84.50	84.50
		49.00		
Bee		190.00		
Skies (United)	49.50	49.50	49.50	49.50
(Williams)		69.50	69.50	69.50
ng Champ (Gottlieb)	59.50	59.50	59.50	59.50
Lights (Bally)	92.50	50.00		
Spot (Bally)		60.00 85.00	85.00	85.00
lo Bill (Gottlieb)	59.50	59.50	59.50	59.50
(United)	165.00(2)	165.00(2)	165.00(2)	165.00 185.00
		185.00	185.00	
on (Bally)		79.50	79.50	79.50
Daze		24.00		
Island (Bally)	75.00(3) 85.00	60.00 75.00(2)	55.00 75.00(3)	75.00(4) 80.00
	95.00	80.00 85.00	80.00 95.00	85.00 95.00
		95.00		
(United)	150.00 175.00	150.00 175.00	150.00 175.00	150.00 175.00
Derby (Williams)	275.00	275.00	275.00	275.00
		95.00		
21			150.00	
Baseball (Williams)	325.00		175.00 325.00	175.00 325.00
Shuffle		59.50	59.50	59.50
ite			185.00	
Ranch (Bally)	265.00	265.00	275.00	275.00 285.00
	295.00(4)	275.00(2)	295.00(3)	295.00(3)
		295.00(3)		
Ball	50.00			
y	65.00	65.00	65.00 87.00	
Power (Genco)	49.50	49.50	49.50	49.50
Genco)	59.50 75.00	59.50 75.00	59.50	59.50
tar (United)		35.00	50.00	50.00
orsemen (Gottlieb)	99.50	79.50 99.50	79.50 99.50	79.50 99.50
(Williams)	59.50	59.50	59.50	59.50
(Bally)	135.00	135.00(2)	135.00	135.00
	150.00(3)	150.00 165.00	150.00(2)	150.00(2)
	175.00(2)	175.00(2)	155.00	155.00
			175.00(2)	175.00(2)
Nugget	85.00 99.50	85.00 99.50	99.50	99.50
(Exhibit)	49.50	49.50	49.50	49.50
p (Bally)		59.50	59.50	59.50
Pastures			170.00	
Dolls		75.00		
p		95.00	95.00	
	515.00	235.00 315.00	275.00 315.00	245.00 275.00
				515.00
(United)	355.00	295.00 325.00	295.00 315.00	295.00 550.00
		355.00	355.00	355.00
er	75.00	75.00	75.00(2)	75.00(2)
Bally)	332.00	325.00	345.00	345.00(2)
	345.00(2)	535.00(2)	350.00(2)	350.00(3)
	350.00	345.00(2)		
		350.00		
Run (Gottlieb)		49.50 109.50	109.50	109.50
		39.00		
ics	300.00	285.00	300.00(2)	300.00(2)
	310.00(3)	500.00(3)	310.00 515.00	515.00(2)
	325.00	510.00(2)	325.00 335.00	325.00(2)
		515.00 325.00		
	75.00		75.00	75.00
pecials (Bally)		54.50	54.50	54.50
Jacks		50.00		
hur		24.00		
(Chicago Coin)	89.50	89.50	89.50	89.50
t (Gottlieb)	79.50	29.00 75.00	75.00 79.50	75.00 79.50
		79.50		
	125.00	89.00	125.00 130.00	
United)	00.00		80.00	80.00
(Keeney)				35.00
h		35.00		
ing (Williams)	59.50	59.50	59.50	59.50
		235.00		

	Issue of Mar. 19	Issue of Mar. 12	Issue of March 5	Issue of Feb. 26
Maryland (Williams)	69.50	69.50	69.50	69.50
Mexico (United)	345.00	345.00(2)	325.00 345.00	295.00 345.00
Nevada (United)		375.00(2)		345.00 375.00
Niagara		39.00		
Nifty (Williams)			79.50	79.50
Nine Sisters		95.00	125.00	
Oklahoma (United)	69.50	69.50	69.50	69.50
Palisades			95.00	
Palm Beach (Bally)	115.00 124.00	90.00 115.00	115.00	95.00 115.00
	125.00(4)	125.00(6)	125.00(3)	125.00(3)
Palm Springs (Bally)	310.00(2)	285.00	310.00 320.00	310.00 320.00
	325.00(5)	510.00(4)	325.00(4)	325.00(4)
		325.00(5)		
Paradise (United)	49.50	49.50	49.50	49.50
Paratrooper		24.00		
Pennant Baseball (Williams)			215.00	215.00
Pinch Hitter (United)	59.50	59.50	59.50	59.50
Pinky (Williams)	79.50	79.50	79.50	79.50
Pinwheel			135.00	
Poker Face	135.00			
Quarterback (Williams)	75.00	75.00	75.00	75.00
Rio (United)	225.00 275.00	215.00 225.00	275.00	275.00
		275.00		
Rondeevoo (United)	49.50	49.50	49.50	49.50
Saddle & Turf (Evans)		295.00	175.00 275.00	175.00 295.00
			295.00	
Saddle & Turf, Club Model (Evans)	275.00 525.00	275.00 325.00	325.00	250.00
Samba (Exhibit)	49.50	49.50	49.50	49.50
Screamo	125.00			
Screwball (Genco)	49.50	49.50	49.50	49.50
Set Shot Basketball, 2 player			345.00	545.00
Shoot the Moon	50.00			
Show Boat			175.00	175.00
Silver Skates		54.00		
Singapore	450.00	450.00	475.00	475.00
Ski Way		135.00		
Slugfest			75.00	
South Pacific (Genco)	54.50	54.50	54.50	54.50
Special Entry (Bally)		49.50	49.50	49.50
Spot-Lite (Bally)	60.00 69.00	60.00 65.00(2)	55.00 60.00	60.00 65.00
	75.00 85.00(2)	69.50 70.00	65.00 70.00	70.00 75.00
	95.00 100.00	75.00 85.00(2)	75.00 90.00(2)	95.00(2)
		95.00	100.00	100.00
Stars (United)		65.00	65.00	65.00
Snuggle Buggie		95.00		
Summertime (United)	49.50		49.50	49.50
Sunshine Park (Bally)			50.00	50.00
Super World Series (Williams)		95.00		
Surf Club (Bally)	350.00 365.00	535.00	350.00 370.00	350.00 570.00
	375.00(3)	350.00(5)	575.00(3)	375.00(3)
		575.00(3)		385.00
Tahiti		175.00 195.00		
Tampico (United)	69.50	69.50	69.50	69.50
Texas Leaguer (Keeney)		69.50	69.50	69.50
Three-of-a-Kind	18.50	18.50	18.50	18.50
Thunderbird	175.00			
Times Square			75.00	
Trinidad (Chicago Coin)	49.50	49.50	49.50	49.50
Tropics	149.50 175.00	175.00(5)	149.50 175.00	149.50 175.00
	225.00	225.00	195.00 225.00	225.00
Twenty Grand		49.50	75.00	
Varieties	495.00	515.00 525.00	525.00	510.00 525.00
			550.00(2)	550.00
Watch My Line		55.00	55.00	55.00
Yacht Club (Bally)	125.00(2)	125.00(2)	125.00	125.00
	135.00 145.00	135.00(2)	135.00(2)	135.00(2)
	150.00 155.00	145.00(2)	145.00 150.00	145.00 150.00
	160.00 175.00	150.00 160.00	160.00(2)	160.00(2)
		175.00	175.00	175.00
Zingo	65.00	65.00	65.00	65.00

Halley Leaves on Inspection Tour

NEW YORK, March 19.—William J. Halley, president of the P. Lorillard Company, left Monday (14) for Richmond, Va.; Danville, Va., and Greensboro, N. C., on a survey of the company's branch plants.

This is the second leg of his 25th annual plant tour. He had also visited plants at Louisville and Lexington, Ky., this year. Halley will inspect the cigar plant at Richmond, the leaf plant at Danville and the plant under construction at Greensboro.

Paul Price Ready On Whistle Charm

NEW YORK, March 19.—The Paul A. Price Company this week went into production on its police whistle, with first shipments to go out soon after April 1.

The charms are designed for either 1-cent or capsule sales. Construction is interlocking tongue and groove. The item is available in a variety of colors.

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Chicago
Mar. 28-29-30

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FUNLAND, York Beach, Maine.

E HAVE LOST OUR LEASE

t dispose of 100 of the best Arcade Pieces on the market April 25th. Can be inspected in operation at Queen ter Arcade, 1503 Elm St., Dallas, Texas.

for sale Two Complete Road Arcades. Full details shed on request.

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Business Opportunities

COIN RADIOS AND TELEVISION—BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City. ap9

FOR SALE AT DISTRIBUTORS' COST—Buckley's "Electronic Pointmakers," brand new, in original crates, never uncrated. Box M-115, c/o Billboard, Cincinnati 22, Ohio.

FOR SALE OR RENT—GREYHOUND Indoor Baseball Game, Scientific Skeeballs. Star, 1510 Surf Ave., Coney Island, N. Y. ES. 2-9210, 2025.

NEW COIN MACHINES—GILLETTE BLUE Blade, Tissues, Ball Point Pen, 10 or more, $19.95. Write Standard Mfg., Hubbard Woods, Ill.

VENDING MACHINES

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POLARIS MANUFACTURING CO.
Peru, Illinois

COIN-OPERATED TIMERS—ELECTRONIC, automatic; no buttons to push or mechanical lever to wind, adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City. ap8

DRESS UP YOUR WURLITZER 1015—Closing out Ambassador Kits, $20 complete; Arches, only $8.50. Few left. Box 13, Topeka, Kan.

FAST COIN WRAPPER—NEW PATENTED principle. Wrap your coins 3 to 5 times faster with Coin-Scoop Kit. No fumble. No tumble. Money back guarantee. Coin-Scoop, 100 wrappers, gauge, instructions, $1.98 postpaid. Coin-Scoop, Ellicott City, Md. mh26

LEAF BRAND BALL GUM—28¢; 300 LBS. or more prepaid; 8 Atlas Bantams, 5¢ merchandise $4; perfect; 50% deposit, balance c.o.d. Devices Novelty, 808 Milwaukee Ave., Chicago 22, Ill. SEeley 8-0333.

STAMP FOLDERS DIRECT FROM MANUfacturer; unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. ch-mh26

Help Wanted

PROMOTIONAL FRANCHISE MEN—NEW exclusive name brand deal. Non-vending. Write to Box 31, St. Louis Park Branch, Minneapolis, Minn. ap9

WANTED — BINGO AND SHUFFLE MEchanics; good pay and good working conditions. Persons must be sober and furnish reference. Write Box 733, The Billboard, Chicago, Ill. my7

Parts, Supplies & Services

CLIP AND SAVE THIS AD! OPERATE Acorn Vendors? #10-66 center springs (usually 40¢ ea.); our price only 29¢ ea.; $26 per 100 postpaid. Lay in a year's supply at this low price. Duo Distributing, 826 Elaine Rd., Columbus 13, Ohio.

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES $25 and up. Other vending machines, $5 up. What have you to sell?

MACK H. POSTEL
2952 Milwaukee Ave. Chicago 18, Ill.

CIGARETTE MACHINES — DU GRENIER 7 col. S, $45; 7 col. V, $50; 9 col. W, $55; Rowe Imperial, 6 col., $45; 8 col., $50; Uneedapak E, 6 col., $45; 8 and 9 col., $55 Quarter operation, refinished, ready for location. One-third deposit required with order, balance c.o.d. Central Vending Machine Service Co., 3067 Parrish St., Philadelphia, Pa. EVergreen 6-4244. ch

CIGARETTE MACHINES — REAL LOW prices DuGrenier 7 col.; Uneeda, 8 col.; Rowe, 8 col. quarter operation; candy machines, U Select It, 74 bar; DuGrenier, 72 bar, all machines $25 each. Cookie machines, $10 each. Harris Vend, 2717 N. Park Ave., Philadelphia, Pa.

FOR SALE — TEN SUPER-VEND MAchines, 3 selection, 1000 cup capacity, with coin changers. Excellent condition. Used only six months. Price, $210. Write B. Studtmann, South Fifth St., Chesterton, Ind.

FOR SALE—USED PINBALLS OF ALL types and Free Play Consoles; Coney Island, $35; Skipper Skill Game, like new, $25; Wurlitzer 1015, $50; AMI Model C, $165. Both music in nice shape; will buy standard Drew Bells. Frank Guerrini, Burnham, Pa. mh26

POKERINO — COMPLETELY REFINISHED and rebuilt; fine condition, all new contacts. James Travis, Box 206, Millville, N. J. Telephone 2057-J. ap8

SKEE-BALL ALLEYS FOR SALE—4; GOOD condition; best offer. Jack Zakin, 150-47 75th Rd., Flushing 67, N. Y.

2 SANDWICH MACHINES. FRESHWAY refrigerated, $200 ea. in good condition. Vendomatic, 1637 S. La Cienega Blvd., Los Angeles, Calif. ap2

50 1¢ AND 5¢ BULK VENDING MACHINES. Like new. $8.50 each. 1/3 down, bal. c.o.d. Eddie's Wholesale Co., 400 Cottonwood, Ellis, Kan.

300 VICTOR "V" REBUILT 1¢ BALL GUM & Charm vendors, glass globes, Sidmor wheels, $8.50 each; one or all. Adair Co., 6900 Roosevelt, Oak Park, Ill.

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDing machines; give full description and lowest prices. Box 873, The Billboard, Chicago 1, Ill. tf

KWIK KAFE CUBS. GIVE FULL DEscription and price. Coffee-Break Service, 1637 S. La Cienega Blvd., Los Angeles, Calif. ap2

MACHINES WANTED — WE BUY ALL types of Vending Equipment and Counter Games. Write, describing machines and giving us your "Rock-Bottom" price. Rake, 609-C Spring Garden St., Philadelphia 23, Pa. ch

VICTOR TOPPERS WANTED—ANY QUANtity; give full details. Box M-116, c/o Billboard, Cincinnati 22, O. ap23

45 R.P.M. USED RECORDS—WE PAY 11¢ in lots of 300 up to 30,000. 10% race is o.k. Send c.o.d or write Amity Specialty, 616 So. Main, Sioux Falls, S. Dak. mh26

SACRIFICE

FOR **Selling Organizations**
OR **Established Operators**

Novel, attractive "IQ" vendor with napkin holders. Set up in cafes, taverns, diners, etc. Sturdy; non-electric. Real money-maker!

Close-out opportunity! Reg. selling price $29.95. While they last, 100 or more, f.o.b. Chicago—ONLY .... **$5.00 EA.**

Comes with EXTRA Laminated Front to convert, operate as Fortune Machine (instead of "IQ"). Tickets available — 500 for 35¢.

COPPERITE, INC.
74 W. Washington St. (Dept. 15)
Chicago 2, Ill.

F. L. Mautz, K. & M. Co-Partner, Dead

SYRACUSE, March 19.—Frederick L. Mautz, one of the partners of the K. and M. Company, vending and amusement game firm here, is dead.

Business of the company is now being transacted from the residence of Charles Keppler, other partner in the firm. Keppler's address is 340 Roxford Road South, Syracuse.

Admen of every kind
Endorse The Billboard as a
TOP SELLING FORCE

30 years ago

20 years ago

10 years ago

and now

•

Then and Now... the World's Largest Distributors!

•

Throughout these years, many hundreds of operators have been our friends.

As then and now, Southern Automatic offers the same co-operation to all operators.

We have to offer:

- splendid products of the top manufacturers
- service at its best
- financial arrangements to suit all operators' needs

To the best of our ability, we will continue to assist our operator friends.

Our sincere best wishes to you all

SOUTHERN AUTOMATIC MUSIC CO., Inc.

Distributors of

AMI JUKE BOXES

LOUISVILLE, KY. • CINCINNATI, OHIO
LEXINGTON, KY. • INDIANAPOLIS, IND.

WE'RE BUYING HIGH!

WE WANT . . . Variety, Frolics, Bright Spots, Showboats, Late Shuffle Alleys.

***CALL ASCME—BE 5-6770**

WE CARRY . . . A full line of all makes late Ringos and Shuffle Alleys.

***CALL ASCME—BE 5-6770**

COMPLETELY SHOPPED—QUICK DELIVERY

NOTICE

WANT TO BUY . . . WANT TO SELL . . . WANT TO TRADE!
Get the lowdown on the "hottest" exchanges in the coin machine business.
CALL or WRITE for our new FREE MAILING SERVICE!
Gorgeous FREE get-acquainted GIFT to qualified operators.
LET'S HEAR FROM YOU!!!

*(ASCME)

ALL STATE COIN MACHINE EXCHANGE
2317 N. Western Ave. • Chicago 47, Illinois • BElmont 5-6770

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

ARCADE EQUIPMENT

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Mar. 19	Issue of Mar. 12	Issue of Mar. 5	Issue of Feb. 26
ABT Challenger	$20.00 75.00	$20.00 25.00 75.00	$20.00 25.00	$20.00 75.00
Art Show				49.50
Barrel Roll (Jennings)				
Baseball (Scientific)	79.50	79.50	79.50	75.00 79.50
Basketball (Scientific)				75.00
Bat-a-Score (Evans)	125.00 175.00	125.00 175.00	145.00 175.00	175.00
Bat-a-Score Sr				125.00
Best Hand		19.00		
Big Inning (Bally)	125.00 150.00	150.00	145.00 150.00	150.00
Big League (Williams)	395.00	395.00	395.00	395.00
Big Top	395.00	475.00		
Carnival Rifle Gallery (United)		385.00	385.00	
Carnival Gun (United)	364.50 395.00(2)	395.00(2)	395.00(2)	395.00
Chicken Sam (Seeburg)	99.50	99.50	99.50	99.50
Coon Gun (Seeburg)		295.00		
Coon Hunt (Seeburg)	179.50 235.00	235.00 250.00	250.00	235.00 250.00
Dale Gun (Exhibit)	50.00 65.00(2)	50.00 65.00 89.50	50.00(2) 65.00 89.50	39.00 65.00 89.50 95.00
Derby, 4 Player (Chi. Coin)	195.00	195.00	195.00	195.00
Drivemobile (Mutoscope)	150.00 165.00	165.00	165.00	165.00
Duck Hunter	20.00			
Flash Hockey (Coinex)	75.00	75.00	75.00	55.00 75.00
Flying Saucer (Mutoscope)	149.50	149.50	149.50	149.50
Footease (Exhibit)				95.00
Goalee (Chicago Coin)	95.00 99.50 100.00	49.50 95.00 99.50	95.00 99.50 100.00	95.00 99.50
Gripper		19.00		
Gun Club			110.00	
Heavy Hitter (Bally)	40.00		55.00	55.00
Hi-Ball (Exhibit)	75.00	75.00	75.00	75.00(2)
Hockey (Chicago Coin)	75.00			
Hockey Game (Exhibit)			50.00	
Home Run, 6 player (Chicago Coin)	195.00	195.00	195.00(2)	
Jet Gun (Exhibit)	115.00 155.00 145.00	125.00(2) 135.00 145.00	125.00(2) 145.00	125.00(2) 145.00
Jet Fighter (Williams)	285.00	285.00	285.00 295.00	285.00
Jungle Gun (United)	295.00 365.00	295.00 350.00 365.00	295.00 365.00	275.00 295.00 365.00
Kicker & Catcher	49.50	49.50	49.50	49.50
Mercury Counter Gripper	20.00	20.00	20.00	20.00
Metal Typer (Harvard)	150.00			275.00
Metal Typer (Standard)	275.00			
Midget Movies				195.00
Midget Skee Ball (Chicago Coin)	155.00		175.00	
Night Fighter (Genco)	150.00		155.00	155.00
Pee Wee (Genco)	20.00	20.00	20.00	20.00
Photomatic (Mutoscope)	350.00 545.00(late)	545.00(late)	545.00(late) 595.00	545.00(late) 595.00(late)
Pistol Pete (Chicago Coin)	65.00 99.50	65.00 99.50	65.00 99.50	65.00 95.00 99.50
Pitch 'Em & Bat 'Em			145.00	
Ray Gun (Seeburg)	75.00	75.00	75.00	75.00
Rifle Gallery (Genco)	325.00(4) 535.00 345.00 350.00 365.00 375.00	325.00(2) 345.00 350.00 365.00 375.00	325.00(2) 345.00(2) 350.00 365.00 575.00	295.00 345.00 550.00 365.00(2) 375.00
Round the World Trainer			345.00	375.00
Set Shot Basketball	345.00			
Shocker (Acme)	24.50	24.50	24.50	24.50
Shoot the Bear (Seeburg)	129.50 150.00(2) 175.00	150.00(2) 160.00 175.00	125.00 129.50 150.00(2) 160.00 175.00	150.00(2) 160.00
Shipman Art Show	35.00 49.50	49.50	49.50	
Shooting Gallery (Exhibit)	195.00(2) 240.00 245.00(2) 275.00 285.00	195.00 250.00(2) 265.00 285.00(2) 365.00	195.00 255.00 265.00 285.00(2) 365.00	225.00 265.00 285.00(2) 365.00
Silver Bullets			95.00	
Silver Chest (Genco)		95.00		
Six Shooter (Exhibit)	95.00 125.00	95.00 100.00	95.00 100.00	85.00 95.00 100.00
Skee Ball (Genco)				175.00
Skee Ball (Wurlitzer)	150.00			
Ski Ball (Genco)		195.00		
Skill Gun (ABT)	20.00	20.00	20.00	20.00
Skill Pool		47.00		
Sky Fighter (Mutoscope)	145.00	145.00	145.00	
Sky Gunner (Genco)	135.00 150.00 195.00	125.00 135.00 195.00	135.00(2) 155.00 195.00	135.00 155.00 195.00
Space Gun (Exhibit)	95.00 125.00	125.00	125.00	150.00
Sportland (Exhibit)	325.00			
Star Series (Williams)	89.50	89.50	89.50	89.50
Star Shooting Gallery (Exhibit)	300.00 325.00	325.00(2)	525.00	235.00 325.00(2)
Super Jet Fighter (Williams)				225.00
Telequiz	110.00 115.00(2)	100.00 115.00(2)	100.00 115.00	99.00 100.00 115.00(2)
3-D Theater	199.50	199.50	199.50	199.50
Three Way Gripper (Gottlieb)	20.00	18.50	18.50	18.50
13-Way Athletic Scale (Mercury)				89.50
Undersea Raider	125.00	125.00	125.00	125.00
Voice-o-Graph (Mutoscope)	395.00 495.00	495.00	495.00(2)	495.00(2)
Wizzard 5c	20.00	18.50	18.50	18.50
You Shoot	345.00	345.00	345.00	345.00
Zipper (Blinks)	39.50	20.00 39.50	59.50	39.00 39.50

ONLY THE BILLBOARD—
among over-all entertainment weeklies—is a member of the
AUDIT BUREAU OF CIRCULATIONS.

FOR A STEADY INCOME

OPERATE 100% LEGAL
STANDARD METAL TYPERS
NEW & USED

High quality, straight discs, packed 100 to a roll. Complete line of parts.
WRITE FOR PRICES

STANDARD METAL TYPER CO.
1318 N. Western Chicago 22,

WELCOME, M. O. A.!

WANT TO BUY!
WILL PAY TOP $ —CASH or TRADE

DAISY MAY—HAWAIIAN BEAUT —GREEN PASTURES—POKER FACE QUEEN OF HEARTS—HAPPY DAY —GUYS-DOLLS—GRAND SLAM FLYING HIGH—FOUR STARS—CO ONATION—CROSS ROADS—WI WEST—GLOBE TROTTER—ALL-STA BASKETBALL.

WRITE—WIRE—PHONE!

NATIONAL
Coin Machine Exchang
1411-13 Diversey Blvd. Chicag
Phone: BUckingham 1-6466

LOOSE COIN B
AND CO

Alumin holds nickels section Makes c fast. Giv ing servic ple $2.00

$1.50 Each up to 10—$1.25 Each or more.
PREPAID—CASH WITH ORDE
AGENTS WANTED!

CURRIER MFG. CO. ST. MIN

COME

"THE BIGGEST SHOW EVER"
Morrison Hotel
Chicago
Mar. 28-29-30

to the

MOA CONVENT

MECHANI WANTE
For Shuffle Alley Rout

● One that is thoroughly expe in shopping machines and on location. Steady work able, competent, non-drinki Excellent working conditio

SALARY $150 PER
Send references and work ba in first letter

STREAMLINER
333 N. Michigan Chica
Phone: RAndolph 6-087

FOR SALE

14 22' Shuffleboards, 6 12' Shuff Complete with scoring units a Fourteen of these units are location. Price $200.00 each Detroit

GENERAL TOBACCO & GROC
12538 Hamilton Ave. Detroit

GIVE TO DAMON R CANCER FUN

Sensational New
MUTOSCOPE
Money Makers

- Voice-O-Graph
- Mystic Swami
- Zelda the Mysterious
- K.O. Champ
- Tungo Grip
- Mutoscope Movie
- Drivemobile
- And Many Others

Write for Details

INTERNATIONAL MUTOSCOPE CORPORATION
44-02 11th Street
Long Island City 1, N. Y.
STillwell 4-3800

SEE US AT THE MOA SHOW

WE HAVE IT!

Send Us Your Bid

MUSIC MACHINES
GAMES • KIDDIE RIDES
ARCADE EQUIPMENT
BINGOS • AUTO PHOTO

and everything coin operated, parts and supplies.

Write—Wire—Phone

DAVID ROSEN
Exclusive AMI Dist. Ea. Pa.
BROAD STREET PHILADELPHIA, 23, PA
PHONE: STEVENSON 2-2903

NOVELTY GAMES

OLLEGE OAZE	$ 40.00
BORGIA	25.00
LORE TROTTER	40.00
OKER	50.00
NOCKOUT	55.00
ADISON SQUARE GARDEN	35.00
INSTREL MAN	00.00
LD KING COLE	30.00
ALISADES	65.00
IN WHEEL	125.00
UINTETTE	85.00

GUNS

XHIBIT SIX SHOOTER	$ 85.00
XHIBIT SILVER BULLETS	40.00
ENCO SKY GUNNER	100.00
MS. SUPER JET FIGHTER	200.00

SCALES

ROCK-OLA, each	$ 25.00
MILLS, each	35.00
WATLING RUESSER, each	85.00

BOWLERS

NITED SUPER SHUF. ALLEY	$ 85.00
NITED CLASSIC BOWLER	125.00
HI. COIN KING BOWLER	225.00

CLOSEOUT
8000 PUNCH BOARDS
50¢ to $2.00 each
WRITE FOR LIST

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WABASH 2465

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"THE BIGGEST SHOW EVER"
Morrison Hotel
Chicago
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to the
MOA CONVENTION

ADY FOR LOCATIONS

Bally Beauties	$195.00
Beach Club	240.00
Yacht Club	125.00
Dude Ranch	265.00
Palm Springs	295.00

Also other Bingos & Bowlers.
⅓ Deposit, Bal. C.O.D. or S/D.

MICKEY ANDERSON
East 11th St. Erie, Penna.
Phone 5-7549

20 New Models

• Continued from page 154

kiddie field. Bull's Eye, new pistol game, is especially designed for the kiddies, with a step-up platform to ease their aim. Hot-Rod, newly developed kiddie ride, is an approximate scale model of an old Ford auto, and moves in a gentle roll with the kiddie at the controls.

New Pin Games

United Manufacturing Company, with its production of Manhattan, new in-line pinball, has begun shipment of a new line of pinball games. Manhattan, according to United officials, has a new mechanism used for the first time by the firm. It is more compact, easier to service and has more simplified a d j u s t m e n t controls than previous United pinball mechanisms.

Among the new Arcade games shipping this year is Bing-O-Reno, a rolldown unit produced by the Scientific Machine Corporation, New York. The game is a six-ball, skill-type rolldown. Purpose is to line up five numbers—either horizontally, vertically or diagonally—in six tries. Max Levine, Scientific president, said, however, that it would be a minimum of three years before Bing-O-Reno can be manufactured in sufficient quantity for national coverage.

A new development in the shuffle game field this year is the Skill Tournament, shuffle bowling game attachment unit, produced by Binks Industries. The unit is attachable to any drum-scoring shuffle bowler, adding up-to-date play features to older model games. Mel Binks, Binks president, reports operator interest steadily rising for the attachment unit. Distribution of the units was at first concentrated on the Midwest, and is gradually spreading to other areas.

Thus far new game production seems to be running at an equal pace with 1954. Estimates show that well over 100,000 games were produced during 1954 by Chicago manufacturers alone, while 113 new models of pinball games, shuffle games, gun games, kiddie rides and novelty units were launched thruout the country.

This consisted of 30 pinball models, 30 shuffle bowling games, 15 gun games, 7 kiddie rides and 31 other novelty type games—including baseball games, skee-balls, Arcade novelty games, and other types.

Cincy Council

• Continued from page 154

now be argued March 29 before the Eighth District Court of Appeals, sitting in Cincinnati.

Salt Lake County Mulls Pin Licensing

SALT LAKE CITY—Pinball game operations in Salt Lake County were looking up here this week as the county attorney's office announced it was studying an ordinance which would license the games but place a strict control on their use.

The county is considering an ordinance similar to one now in operation in San Francisco. It licenses the games, but provides stringent penalties for their illegal operation. The County Commission is withholding action on the pinball question until it receives the county attorney's report.

An ordinance licensing the games was repealed by the commission last fall, and there is at present no county ordinance governing their operation. An ordinance drafted last month banning the possession of the games was not approved by the commission.

The San Francisco ordinance recognizes pinball games as amusement devices and licenses them as such.

While the Salt Lake County Commission is deliberating, Mayor Lothaire R. Rich of South Salt Lake said his community would persue a stand-pat policy on pinballs until the county takes new action. A ban on pinballs went into effect in South Salt Lake last January. This is reported the only spot in the county where pinballs are prohibited.

Trade Abroad

• Continued from page 154

with the government getting a percentage of the gross.

Amusement machines are forbidden by law, and juke boxes cannot be operated because of the restrictions on record imports. It is virtually impossible to operate vending machines because of price fluctuations, price control and the physical composition of currency. Some coins are minted of iron and aluminum, with a small silver content. This raises a problem with standard slug rejection mechanisms using magnets. Aluminum coins are too light.

To compound the problems, coins of the same denomination are minted in different sizes. Coins are a ½, 5 and 10 piasters, with 10 piasters worth about 10.5 cents.

Duette Game

• Continued from page 154

either of two target units flanking the bonus hole, the bonus score is advanced three points. Three roll-over lanes at the top of the playfield also advance the bonus. Three ball bumpers are good for 10 times their point value if hit when lighted up, as are two ball kickers at the bottom of the playfield.

The Duette is available with twin coin chutes—10 cents and three-for-quarter, the game being used for dime play.

According to Alvin Gottlieb, "The trend to multiple-player pin games has started, and is here to stay. More models of this type will be introduced by the company."

Bally Bull's-Eye

• Continued from page 154

score, an expert. Hits are recorded on the front glass.

The pistol, operating on electrical contact, is of molded metal, pearl handled and swivel-mounted on a metal base.

Bull's-Eye is equipped with an A.B.T. coin rejector. The game weighs 160 pounds without the crate, and is 5 feet high, 36 inches deep and 19½ inches wide.

Bull's-Eye is decorated with a cowboy scene. The game is designed for kiddies from 4 years of age. Play runs from 5 to 15 seconds per game.

Cook County, Ill., Seeks Game, Juke License Law

CHICAGO, March 19.—The State's attorney's office advised the Cook County Board this week that legislation would be necessary to license coin-operated games, juke boxes and cigarette vending machines in unincorporated areas of the county.

The opinion was received by Commissioner Chris A. Jensen, who first proposed that the county board urge the State Legislature to grant the county this specific licensing power.

Commissioner John J. Duffy last week expressed an off-the-cuff opinion that the county already had this power. The question was then referred to the State's attorney.

Jensen said that he would discuss the proposed legislation with the chairman of the legislative committee.

An Invitation to M.O.A. Visitors . . .

Visit our new enlarged showrooms. See the largest display of games in Chicago! Enjoy the comforts of our famous "Koinmen's Koffee Room" and meet your fellow operators! See our display of operators' photos!

SHUFFLE GAMES

NEW
Chicago Coin
TRIPLE STRIKE
ARROW BOWLER
CRISS CROSS TARGET

FIRST-Conditioned

UNITED—Match

MERCURY, D.L.	$435
BANNER	395
ACE	345
TEAM, 10/25¢	385
LEADER	385
IMPERIAL	255

UNITED—High Score

SHUF. TARGETTE	$385
SPEEDY	375
CHIEF	275
ROYAL	235
SUPER 6 PLAYER	95

CHICAGO COIN

FLASH	$395
STARLIGHT	525
SUPER FRAME	325
TRIPLE SCORE	155
CROWN	155
DOUBLE SCORE	125

KEENEY

CARNIVAL	$135
6 PLAYER, Jumbo Pins with Formica	75
BIG LEAGUE BOWLER	65

GENCO

SHUFFLE MATCH POOL	$225
SHUFFLE POOL	155

BINGO 5 BALLS

BALLY

HI-FI	$545
SURF CLUB	375
ICE FROLICS	315
PALM SPRINGS	325
DUDE RANCH	395
YACHT CLUB	155
BEACH CLUB	275
BEAUTY	215
FROLICS	175
PALM BEACH	125
ATLANTIC CITY	125
SPOT LIGHT	85

COUNTER GAMES

NEW

M & T ZIG ZAG (Bingo), Reg. $79.50	$29
SINK'S ZIPPER	35
KICKER & CATCHER	49

FIRST-Conditioned

ABT CHALLENGER	$25
BEST HAND	19
Gottlieb GRIPPER	19

SPECIALS!

Ev. SADDLE & TURF, Club Mod.	$375
C.C. BAND BOX	155
Gen. SILVER CHEST	95

TARGET GUNS

NEW
Exhibit MODEL 500
Exhibit SPORTLAND
Genco WILD WEST
United BONUS GUN
Keeney RANGER

FIRST-Conditioned

Genco RIO TOP	$465
Exh. SPORTLAND	415
DELUXE CARNIVAL	385
RIFLE GALLERY	335
YOU SHOOT (Remington .22 with live ammo)	345
SHOOTING GALLERY	345
COON HUNT	235
SHOOT THE BEAR	150
JET GUN	115
SIX SHOOTER	95
RAY GUN	75
PISTOL PETE	65
GALE GUN	65

ARCADE

BRAND-NEW CLOSEOUTS

Genco 2-PLAYER BASKETBALL	$325
Chicoin ROUND THE WORLD TRAINER	575

FIRST—Conditioned

Chicoin 6-PLAYER BASKETBALL, Like New	$325
Mutoscope SKY FIGHTER	145
Bally BIG INNING	150
Evans BAT-A-SCORE	125
TELEQUIZ with Film	115
Chicago Coin GOALEE	95
ZINGO	65

FIRST COIN MACHINE EXCHANGE
Joe Kline & Wally Finke
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

BOWLING GAME OPERATORS!

DOUBLE
6 9 0
TOURNAMENT

Your Older Bowlers Are Able to EARN 10 TIMES as Much. Let Us Prove It!!

Install BINKS TOURNAMENT

Better Than New Game Appeal

PLAY BOOSTER

Start cashing in $50.00 instead of $5.00 per week in many of your spots with Binks SKILL TOURNAMENT attached to your old drum-type bowlers. Earn up to $200.00 per week in class A locations. Has brand new exclusive scoring features.

Easy to Install—Not a Conversion!

FLASH SKILL

ALSO BINKS NEW FLASH SKILL!

A letter or postcard brings full details and proof of heavy earnings at a very low cost investment. Write

BINKS INDUSTRIES INC.
4350 N. PULASKI RD. • CHICAGO 41, ILL.
Telephone MUlberry 5-4100

Some Choice Territories Open for Distributors

SPRING SPECIALS

SHUFFLE GAMES

Keeney Century	$340	Un. League	$283	C.C. Gold Cup	$195
Keeney Domino	130	Un. Royal	225	C.C. Double Score	125
Keeney Carnival	135	Un. Classic	160	C.C. Crown	145
Keeney 10 Player	125	Un. Olympic	140	C.C. Star Lite	320
Un. Team	295	Un. Claver	130	Gen. Shuffle Pool	145
		Un. Cascade	120		

BINGOS

Hi-Fi	$345	Dude Ranch	$273
Surf Club	375	Beach Club	265
Ice Frolics	315	Yacht Club	140
Palm Springs	310	Coney Island	80

WANTED

Bingos and late Shuffle Games — trade or cash.

MISCELLANEOUS

Un. Carnival Rifle	$385	Ex. Jet Gun	$110
Seeburg Coon Hunt	250	Telequiz, with film	100
Gen. Shooting Gal.	325	Wurlitzer 1015	100
Seeburg Shoot the Bear	145	Wurlitzer 1100	175
Ex. Six Shooter	135	AMI E-120	650

18 Ft. Rock-Ola Shuffleboard, $149.50

SPECIAL Bally Spot Lite, $69.50

SHUFFLEBOARD SUPPLIES

Shuffiebd. Game Wax, Case (12)	$ 3.00
Pucks (Set of 8)	12.50
Fast Wax, Case (12)	4.50
Score Sheets, 10 Pads	7.50
Fluorescent Lights, Pr.	22.00
Used Rock-Ola Shuffiebd. Lites, Pr.	12.00
Adjusters	18.50

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GIVE TO DAMON RUNYON CANCER FUND

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar week for new events scheduled in your area.

March 22—Western Massachusetts Music Guild, bi-weekly meeting, Ivy House, West Springfield, Mass.

March 27-31—National Association of Tobacco Distributors, annual convention, Conrad Hilton Hotel, Chicago.

March 28-30—Music Operators of America, annual convention, Morrison Hotel, Chicago.

April 2—Music Guild of New Jersey, 18th annual banquet (site to be announced), Newark, N. J.

April 4—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

April 12—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

April 13—Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.

April 17—Music Guild of New Jersey, 18th annual banquet, Elizabethan Room, Hotel Essex House, Newark, N. J.

April 18—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

April 19—Los Angeles Division, California Music Merchants' Association, monthly meeting, Hotel Gaylord, Los Angeles.

May 10.—Westchester Operators' Guild, fourth annual banquet, New Parkway Casino, Tuckahoe, N. Y.

(Send Calendar dates to The Billboard, 188 W. Randolph Street, Chicago 1.)

FOR SALE

Late Model Seeburgs
Late Model Wurlitzer and Rock-Ola Wall Boxes
Late Model Bally Bingos
Seeburg Power Supplies
Rock-Ola Receivers
Guns

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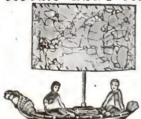
NEWEST AND FASTEST MOVING LAMPS TODAY

No. 1085. Composition Figurine Lamp. Base 10"x5" with removable figurines. Fibre glass shade 9 inches. Overall height 11 inches. Colors: Red, black or chartreuse. Individually packed 6 to master carton. No less sold. Weight 21 lbs.
PER DOZEN $40.00



No. 1083. Gondola. Polyplastic shade, composition base and removable figurines. Colors: Red, black or chartreuse. 15 inches tall. Individually boxed complete. 6 to master carton (no less sold). Weight 3 lbs.
PER DOZEN $50.40

No. 1084. Composition Poodle w/shade. Colors: Black, white or pink, bright gold trim. 17½" in height. Weight 3 lbs each. Packed 12 lamps to carton. 12 shades to carton. (No less sold.)
PER DOZEN $24.80

No. 1075. Nubian Ash Tray Lamp. Fibre glass shade. Composition base. Height 15½ inches. Colors: Red, black or chartreuse. Packed 3 female and 3 male to carton. No less sold. Weight 18 lbs.
PER DOZ. $35.20

No. 1090. Gondola Lamp. Fibre glass bullet shade. Composition base with removable figurines. 10½ inches in height. Colors: Red, black or chartreuse. Individually boxed 6 to master carton. No less sold. Weight 30 lbs.
PER DOZEN $41.60

No. 1093. Composition Figurine Lamp. Removable figurines on composition base. Size of base 9¾"x4¾". Fibre glass shade, 7¾". Colors: Red, black or chartreuse. Ind. boxed 6 to carton; weight 18 lbs. No less sold.
PER DOZEN $32.00

No. 1076. Nubian Lamp. Plastic shade. Composition base, 17½ inches high. Colors: Red, black or chartreuse. Packed 3 female and 3 male to carton. No less sold. Weight 18 lbs.
PER DOZ. $35.20

1955 catalog ready for mailing about April 15. Write for your free copy now. State business in first letter. No catalog will be mailed without this information.

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1902 NO. THIRD ST., MILWAUKEE 12, WISCONSIN

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From Our New Illustrated Catalog

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M-100A (78 r.p.m.)	$349.50
M-100B (45 r.p.m.)	569.50

AMI

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WURLITZER

1500 (104 Sel.)	$395.00
1400 (48 Sel.)	279.50
1250 (48 Sel.)	199.50
1100 (24 Sel.)	119.50

ROCK-OLA

Comet (120 sel.)	Write
1428	$119.50

MISCELLANEOUS

Seeburg Coon Hunt	$179.50
Wurlitzer 219 Steppers	12.50
Wurlitzer 1017 Hideaway	89.50
Seeburg 5/10/25 Wallbox	14.50

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1015	$ 54.50
1100	150.00
1250	195.00
1400	325.00
1500	395.00

ROCK-OLA

1422	$49.50

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A	99.50

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MOA CONVENTION

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Exhibit "500" Shooting Gallery	Write
Mutoscope Drive-Yourself	Write
Williams Jet Fighter	$295.00
Genco 2-Player Basketball	300.00
Seeburg Coon Hunt	395.00

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American Gripmeter	135.00
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Dome Ends, ea.	10.50
MODEL 1500	
Center Dome	14.50
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Top Center, l. or r.	7.50
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Replaces old glass bubble tubes with Plastic Twisted Rod Sets, 4 straight clear—4 curved colored .... $7.

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Beach Club	250.00
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Coney Island	75.00
Cabana	165.00
Palm Beach	115.00
Rio	225.00
Brite Lites	95.00
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Singapore	450.00
Tropicana	Write

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Duck Hunters	20.00
Amt. 3-Way Grippers	20.00
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Ex. Star	325.00
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Ex. Gun Patrol	100.00
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Un. Jungle Gun	365.00

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Olympic	100.00
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One Sicum 200 Selection Seeburg continuous play Recorder 78 RPM, excellent condition, originally $1,350.00; special $475.00.

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8 Supervends, 8 sel., 1000-cup capacity, with change makers	$200.00
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8 Mills, single drink, 400-cup capacity, with change maker	100.00
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Write for complete list.

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Lowest factory prices
Northwestern Short Tab Gum
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8 8 Col. Eastern Elec.	$110.00
8 9 Col. Keeney Elec.	145.00
10 9 Col. National 930	95.00
10 9 Col. National 950	115.00
PX 10 Col.	110.00

All Factory Shopped—25¢ Chute—King Size.

PX, 12 Col., New	$225.00
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Mills 5 Col. Candy Machines, New	80.00
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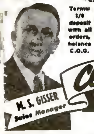
Uneeda 8 Col. Candy	80.00



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Yacht Club	175.00
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Rock-Ola Hi-Fi 1446 120 Select. / Rock-Ola Hi-Fi 1442 50 Select. — Write

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Seeburg M-100-B	525.00
Seeburg M-100-C	400.00
1015 Wurlitzer (while they last)	75.00
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LIGHTNING—SHUFFLE ALLEY
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SENSATIONAL NEW
BONUS GUN—MOVING TARGET
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Rides, Big Bronco Horses, Bally Carousels, Atomic Jets. Will to reliable parties.
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LUNCH COUNTER GAME
(Skill) START ROUTE. Gigantic collections. $67.22 doz. Samples $8.00 ea., shipped ppd. 25% deposit on C.O.D.'s.

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new FAST SCORING ACTION!

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Ice Frolics	325	Havana	395
Palm Springs	325	Rio	225
Dude Ranch	285	Circus	175
Yacht Club	130	Cabana	165
Beach Club	265	Tropics	195
Beauty	225	Hawaii	225
Palm Beach	125	Golden Nugget	99.00
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MIGHTY MIKE SPARRING PARTNER	595
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Voice-o-Graph	495.00
Wms. Jet Fighter	255.00
Wms. Big League, P.B.	395.00
Wms. DeL. Baseball	325.00
Genco Sky Gunner	195.00
3-D Theatre	199.00
Chi. 4-Player Derby	195.00
Ev. Bat-a-Score	175.00
Ch. Basketball Champ	195.00
Exhibit Space Gun	125.00
Shoot the Bear	100.00
Exh. Jet Gun	145.00
Muto. Drivemobile	165.00
Telequiz & Film	115.00
Muto. Flying Saucer	149.00
Undersea Raider	125.00
Goalee	99.00
Chicken Sam	99.50
Chi Pistol	99.00
Wms. Star Series	89.00
Exh. Gale Gun	89.00
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Wms. Quarterback	75.00
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Standard-Rapid COIN COUNTER $199.00

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United De Luxe S.A., 4 Player	89.50
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Chi. Criss Cross Match	325.00
Chi. Holiday, Match	325.00
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SUPER SPECIAL ! Genco Shuffle Pool .. $149.00 • Genco Match Pool .. 199.00

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Rowe President, 15 Col. or 8 Col., Fac. Reb.	$155
National Model 950, 9 Col., Fac. Reb.	145
National 930, 9 Col., Fac. Reb.	130
Uneedapak Model 500, 9 Col., Fac. Reb.	120
DuGrenier Model "W," 9 Col., Fac. Reb.	125

EMPIRE GUARANTEE
✓ Mechanism overhauled
✓ Cabinet refinished
✓ Playfield renovated
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Dispenses 2 dimes. 1 nickel for 25¢. In stock, $89.50.

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Empire COIN MACHINE EXCHANGE
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WURLITZER 1015 $99.50

WANTED
Wurlitzer Model 1100, 1400, 1500, 1500A, 1600, 1700
Seeburg Model A AMI Model 120 E

ARCADE EQUIPMENT FOR SALE

Ex. Rifle	Mut. Old Drivemobile
Ex. Gun Patrol	Mut. New Drivemobile
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Chi. Coin Hockey	Old Grandmother
Chi. Coin 4 Pl. Derby	Genco Guns
Chi. Coin Basketball	Seeburg Bear Guns

Wms. Super Pennant

We will be at Morrison Hotel, Chicago, for MOA Convention, March 28-30, or contact

VIKING EXPORT CO.
418 S.W. 8th Ave. Miami, Florida

Notice To All Operators Attending MOA

Be sure to see new coin machine which will prove to be big money maker.

See at

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NO MONKEY BUSINESS ALLOWED!

IN THE MOA SHOW

CHAMP
CHAMP
CHAMP

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you will be very welcome

Also . . . we need established distributors, operators and representatives to obtain National distribution for this new and different device. We now have the most lucrotive, all purpose, all people—young and old, fascinating game in the entire coin machine field, barring none!

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Industrial Engineering Company

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"500"

SHOOTING GALLERY

DUCKS—PHEASANTS
CLIMBING SQUIRREL

They ALL MOVE!

FASTEST MONEY MAKER ANYWHERE!

CABINET ONLY 28½" WIDE

GOES THRU ANY DOOR

ESTABLISHED SINCE 1901

EXHIBIT SUPPLY

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CHICAGO COIN BOWLERS	
[..] PLAYER	$ 50.00
[..]LUXE	60.00
[..]H FRAME	75.00
[..]ER MATCH	100.00
[..]ME BOWLER	110.00
[..]H FRAME SPECIAL	110.00
[..]BLE SCORE BOWLER	125.00
[..]WN BOWLER	130.00
[..]PLE SCORE BOWLER	150.00
[..]O CUP	175.00
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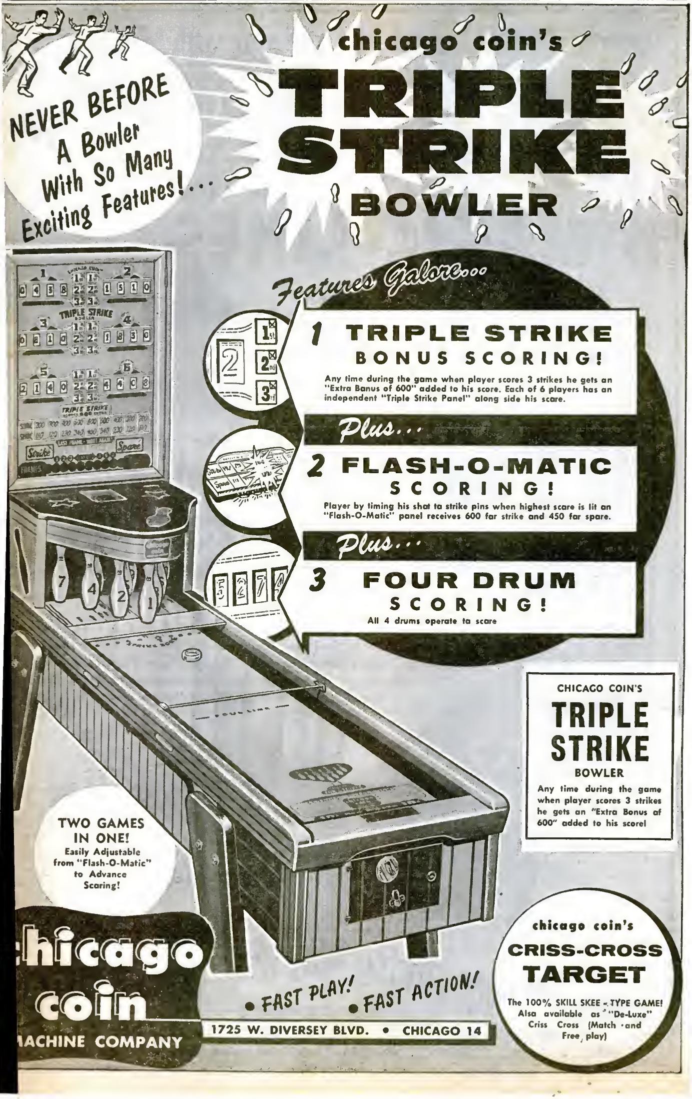
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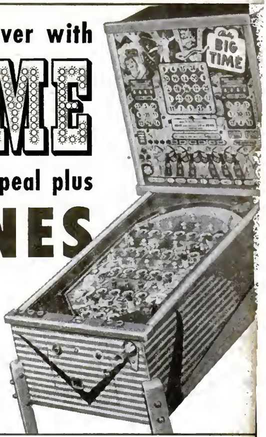

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